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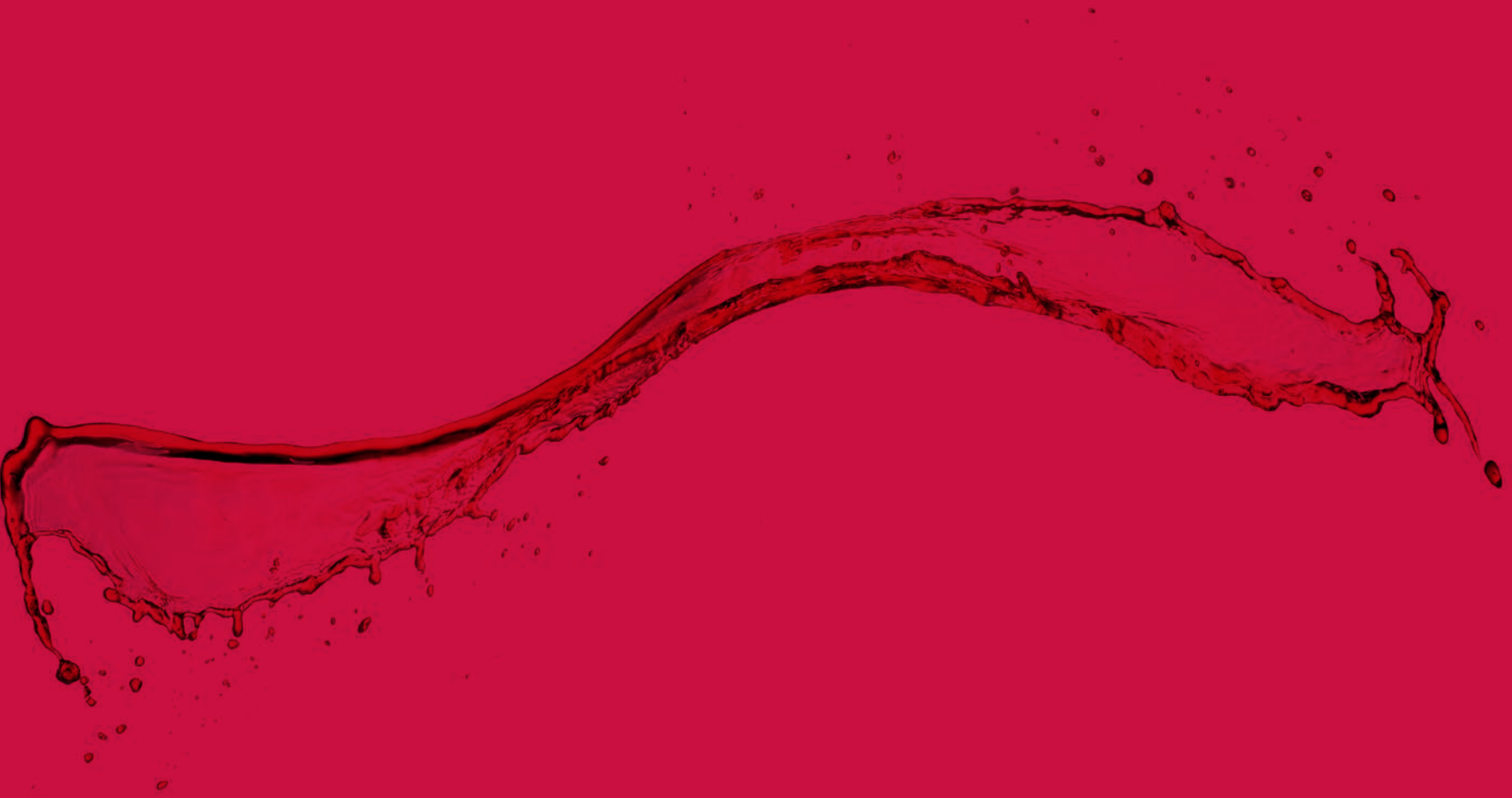
ENOC

# BRAND GUIDELINES

enoc.com

# Brand Guidelines



# Why use a brand guideline?

## Consistency is key to increasing brand awareness and strengthening the emotional connection between a brand and its consumers.

With conscious effort and discipline, you and the hundreds of other ENOC employees who will share our brand can ensure that you inspire the world with a single-minded message. By always staying true to the values and vision of the brand, as well as the overall mission that the company is working towards, you will help ENOC to stay the 'Energy Partner of Choice' and lie 'Behind every successful journey', for our stakeholders.

These brand guidelines have been developed to offer you a clear, comprehensive resource on the branding of all marketing collaterals. Whenever developing internal or external communication material, let this be your first point of reference.

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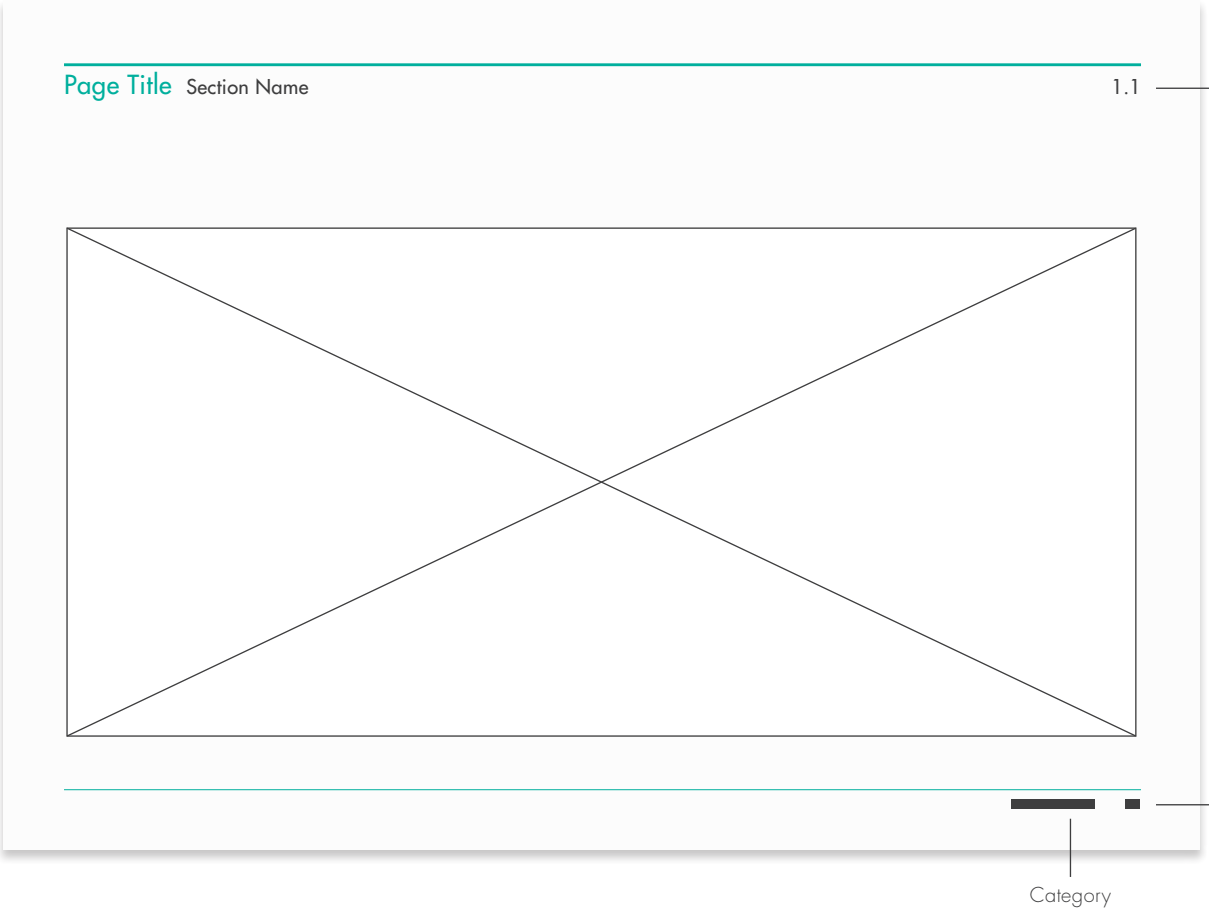
## How to use this guideline

The ENOC guideline has been broken up into 5 helpful sections. Section A serves as an introduction to the ENOC brand. Section B showcases the basic brand elements and can be considered the visual DNA. Sections C and D offer overall guidelines, which should be followed across marketing collaterals pertaining to internal and external communication respectively. Since electronic communication is a dynamic and diverse subject, and broadly used across the entire company, it has been offered its own section: Section E.

This document has been collated to help all ENOC staff to convey the ENOC brand in its purest form and to maintain the integrity of the brand. Please review the tools and rules in these pages and continually refresh yourself. As a brand steward, we depend on you to help us build the ENOC brand.




This diagram describes how you can navigate this document.

# A. Introduction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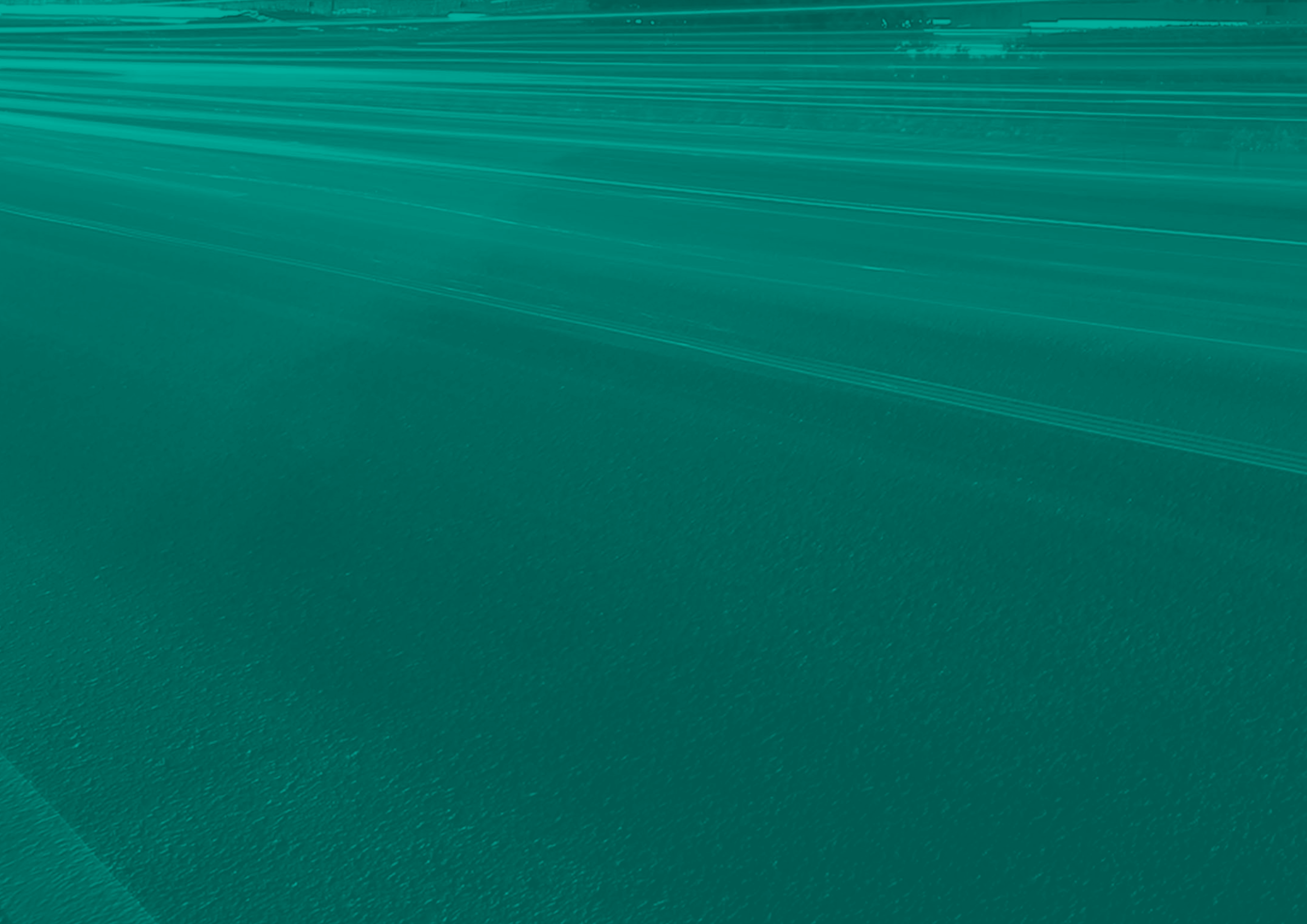

# Brand Overview

ENOC is owned by the Investment Corporation of Dubai ("ICD"), an entity wholly owned by the Government of Dubai. The Company was incorporated with limited liability in the Emirate of Dubai in April 1993.

Since its establishment in 1993, ENOC has made significant progress in meeting its overall objectives and currently manages our increasingly broad range of business ventures. ENOC's first subsidiary commenced operations in 1973. ENOC owns directly and indirectly more than thirty subsidiaries.

## The group operates through five business segments namely:

1. Supply, Trading & Processing - condensate and gas processing and oil trading.
2. Terminals - Storage for various petroleum and chemical products.
3. Marketing - Marketing of aviation fuel, lubricants, chemicals and industrial products.
4. Retail - Retailing fuel and non-fuel services in ENOC/EPPCO service stations, as well as Dubai Metro stations.
5. Other Ventures & Investments - Includes investments and ventures in various business activities.

ENOC provides the energy behind Dubai's phenomenal growth. The Group touches almost every facet of the Emirate's development and puts its name firmly on the overseas arena. Responsible, reliable, innovative and progressive, ENOC is the 'Energy Partner of Choice'.

With the Group's expansion, from the shores of the Emirate to the Far East, Europe, and Africa, ENOC is now actively pursuing further global expansion. Today the Group is poised to engage in a new and challenging period of future growth and diversification.

## Media contact

Tel (Switchboard): +971 4 337 4400

## Brand and Corporate Communications Management

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ENOC

Visionary
Trustworthy
Responsible
Professional

Title
Subtitle
Headline
Body

Brand identity

Tone of voice

Brand graphic

Typography

Colour palette

الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice

Bilingual tagline

Campaign graphic

Imagery & photography

Website tab

To be a leading regional integrated oil and gas group, highly profitable and socially responsible towards employees, community and environment. "The choice of all partners, customers, shareholders, suppliers, employees and business associates."

Achieving sustainable development and highly profitable growth.

Attracting, developing and retaining top talent to become the employer of choice.

Meeting and exceeding customer expectations in terms of quality and service.

Serving the growing energy needs of Dubai.

Adopting latest technologies and implementing best practices thus achieving world-class performance.

Maintaining high industry standards in Environment, Health and Safety.

Visionary
Trustworthy
Responsible
Professional

# ENOC Writing Guide

## Quick writing guide

The ENOC quick writing guide gives you basic rules, which should be followed when developing text for any marketing material or documentation.

## ENOC - all caps

When mentioning our brand name in text, you must always write it as "ENOC", all uppercase.

**ENOC** ✔ **Enoc** ✘ **enoc** ✘

## enoc.com

Our web URL always appears in lowercase with "www." omitted. Hence our URL will always be written as enoc.com

✔ **enoc.com**

✘ **www.enoc.com**

✘ **http://enoc.com**

## Document names, section titles and page headings

In Word documents, PowerPoint presentations and other official documentation such as contracts, the document name and page headings must appear in title case. See example on the right.

## Headlines, sub-headlines and body text

Paragraph headings and body text in presentations and documentation must appear in sentence case. The same goes for headlines, sub-headlines and body text in advertising. See example on the right.

This is an Example of Title Case

Title case

This is an example of sentence case

Sentence case

## Short sentences and paragraphs

- Divide your work into short paragraphs of no longer than 8 sentences.
- Write sentences of no more than 20-25 words with a single idea in each.
- Use headings for pages and paragraphs. They help readers understand the substance of your narrative at a glance.
- Lay text out in paragraphs that are no wider than half the page.

✔ This statement only extends across less than half of the page, making it easier for the reader to go through the text.

✘ This statement extends across the whole page, making the reader go back and forth over the whole page. Reading becomes laborious.

## Introduction

The ENOC Tone of Voice guideline is here to help you write more creatively and effectively in your day-to-day life at ENOC. As a commercial organisation it is crucial for us to be competitive. It entails being able to influence people and being persuasive. Words are powerful tools that allow you to do so.

Our verbal identity is as important as our visual identity to help people recognise us and help them understand what makes us different. As with our visual identity it is vital that our verbal identity is consistent.

Our principles and vision will inspire what we say. They should shine through in the content and the messages we share – but they should never be directly communicated to the outside world. Not only will the audience find it boring and irrelevant, the information will also fail to persuade. Instead of listing ENOC's principles and values, the audience should glean them from your writing.

Take each of the principles and think of examples that demonstrate them. Always bear in mind whom you're talking to and where. This will affect which examples, facts and stories you choose.

# Visionary

## We are diverse, forward thinking, innovative and progressive…

ENOC is a major force in the continuing diversification of the economy of Dubai and the UAE as a whole. By anticipating customer needs and responding to opportunities for growth, we have evolved into a truly global operator spanning a number of key sectors. Sustainable development and profitable growth have always been two basic tenets of our mission. As a forward-thinking entity driven by a progressive management team, we continually innovate to respond to changing market demands.

## What does "visionary" sound like?

### Reveal something new
Share information on innovations or breakthroughs implemented or inspired by ENOC. What new ideas/ways of working/policies have we put into practice? Think broadly.

### Be ultra-creative
When developing a proposal, newsletter or other collateral try a different approach. Does it have to take the traditional form? Can it be a different shape or mechanism? Also communicate our creative business approach to partners. Reveal how our inventive practices have paid off.

### Prove we're knowledgeable
Communicate to stakeholders that we are aware of the newest developments in the field with references to the latest case studies and other interesting facts surrounding our industry.

### Tackle change with enthusiasm
Communicate with passion about changes within the organisation, and plans for the future.

### Be inspiring
Capture your target audience's attention by writing with energy. Remain visionary and inspire readers with imaginative headlines and opening sentences.

### Be relevant
Remember whom you're talking to. What's exciting and visionary for one audience may not be for another. Find an appropriate headline or opening sentence to attract the attention of your reader.

## An example of ENOC being visionary

Before

**A global expansion strategy**

ENOC was established in Dubai. Over the years the company has followed a robust growth strategy to expand across the Far East, Europe and Africa. Through continual innovation and progress we have built the company into a multi-billion dollar success story, meeting all our goals and exceeding expectations.

Note: This paragraph is simply talking at the reader. While it wishes to communicate that ENOC is focused on growth well into the future, the text is vague and not particularly compelling.

After

**From Dubai to the world**

With its heart in Dubai, but its eye set on global expansion, ENOC has grown from a local fuel provider to an international energy player. By building strong partnerships with companies across the globe we deliver our products and services from the shores of the Emirates to the Far East, Europe and Africa. In 1976, we were the first company in the Middle East to set up an LPG cylinder factory. Today we're entering the Saudi Market with a Dhs 400 million investment.

Note: The paragraph is more engaging by revealing information that the reader might not be familiar with. By giving a specific example of ENOC's innovation you are now offering convincing evidence rather than making vague statements.

Also note how the writing is warmer and friendlier. At ENOC we don't simply convey facts - we write stories and paint pictures to draw the readers in. The introduction to this above paragraph has been made more engaging by replacing a cold hard fact with a headline and opening sentence that captures the essence of the paragraph.

# Trustworthy

## We are reliable, ethical and transparent…

ENOC continually works towards a relationship of trust and respect with stakeholders. Board members enhance the value of the company by reviewing various areas of management for quality. We are also committed to bringing products, assets and services that are safe and comply with all applicable laws and regulations. Furthermore, processes and systems are well documented to be transparent, accessible and easily understood to ensure all employees maintain the integrity of the company.

## What does "trustworthy" sound like?

### Speak clearly and to the point

- Clarity is king – Is your message crystal clear? If not, rewrite.
- Get to the point – Respect your reader's time. Don't make them wait for what you really mean.
- Be brief – Keep your writing short and punchy. Say the most with the fewest words possible.
    - Divide your work into short paragraphs of no longer than 8 sentences.
    - Write sentences of no more than 20 - 25 words with a single idea in each.
    - Use headings for pages and paragraphs. They help readers understand the substance of your narrative at a glance.
- Use bulleted lists – They're easier to read.

### Let your ethics shine through

We always conduct ourselves ethically. Communicate this fact where relevant. This will build trust among stakeholders. Do we have certain codes of conduct that uphold ethics among employees, stakeholders and member companies? It could be examples pertaining to business, the community or the environment.

### Be transparent

Make business processes and other important information visible to stakeholders. Make them feel part of the team and prove that we are there to support them. Transparency could include anything from revealing audit results to documenting internal processes so they can be followed and also protect employees' interests.

### Do your homework

Know your subject well. It breeds trust and shows you care enough to research.

## An example of ENOC being trustworthy

Before

### Gas marketing division

Emirates Gas is the leading supplier of LPG and propane in cylinders and bulk to a wide array of customers including hotels, industrial and residential complexes. Operating state-of-the-art bottling plants in the UAE, EMGAS has the largest distribution network in the country and exports its products to various international markets. Ensuring prompt delivery of cylinders, the division is committed to the safety of its customers and undertakes comprehensive repair, maintenance and replacement programmes. EMGAS has also introduced several eco-friendly products, applications and services such as EGAP (Emirates Gas Aerosol Propellant), Cutting Edge Gas (CEG), Cool Gas, Pro-Power. The business is also working to promote the use of Compressed Natural Gas (CNG) as an alternative fuel for the automotive and marine sectors.

Note: This text is presented in one long paragraph with five sentences. The writer certainly introduces some concepts about EMGAS' ethics on safety and the environment, but the text could be made more professional (see Tone of Voice section "Professional") with specific examples. The tone could also be more caring (see Tone of Voice section "Responsible"). Overall the text is confusing at times: prompt delivery service is connected to the idea of safety; the fact that our facility is state-of-the-art is connected to the idea of a large distribution network.

After

## Gas Marketing Division

### Committed to excellence

With the largest distribution network in the country, Emirates Gas (EMGAS) ensures that our award-winning products reach our local and international customers promptly, without fail. Whether you are a hotel chain, industrial operator or residential complex, we can bring you LPG and propane, in cylinders and bulk.

Safety is our priority, which is why we undertake comprehensive repair, maintenance and replacement programmes. But you don't have to take our word for it. We are certified to ISO 9001 (QMS), ISO 14001 (EMS) and OHSAS 18001 standards. In 2012 our company was also the proud recipient of the Dubai Quality Award Appreciation Certificate.

EMGAS continually works towards keeping society fuelled. In addition we work towards making society more responsible. We have introduced several eco-friendly products, applications and services such as:

- EGAP (Emirates Gas Aerosol Propellant)
- Cutting Edge Gas (CEG)
- Cool Gas
- Pro-Power

We also promote the use of Compressed Natural Gas (CNG) as an alternative fuel in the automotive and marine sectors.

Note: This example features short paragraphs, which are easier to understand. A bulleted list has also been included. Ideas have been grouped together in paragraphs and each sentence conveys a single focussed thought. Specific examples of our safety and quality policies have been included to boost trust. The text has also been made more personal with the inclusion of "you" and "we" and a sub-headline. Furthermore consumer benefits have been introduced, such as "prompt delivery" and "keeping society fuelled". The text is somewhat longer than the original, but more structured and compelling.

## An example of ENOC being clear & to the point

Before

**ENOC Ramadan campaign**

ENOC has always celebrated the spirit of Ramadan by rolling out a variety of activities in conjunction with its employees and the local community. This year is no exception, and the company has developed a wide-ranging scope of initiatives, starting with a feeding programme for the underprivileged, highlighting the core values of generosity and compassion, especially towards the underprivileged sectors in society.

Note: 62 words. While this paragraph is offering information about ENOC's ethics, in this case their concern for the community, the text is overly long and convoluted. The reader's attention is lost.

After

**Feeding the soul this Ramadan**

This year ENOC once again brings smiles to hundreds of faces. With the help of employees and the local community we have organised a variety of charity activities, starting with our feeding programme.

Note: 32 words. This paragraph says exactly the same things as the "before" version, but in half the word count. Don't mention all of ENOC's core values (e.g. compassion, generosity). Readers can deduce this from the fact that you do charity work. You also don't have to mention that we're celebrating the "spirit of Ramadan". By running a Ramadan programme we are automatically doing so. Never state the obvious.

Also note, the opening has been made warmer with a heartfelt headline and opening sentence that focus on people's wellbeing.

# Responsible

## We are helpful, respectful, socially aware, and customer focused…

Whatever we do is focused on creating a better outcome. We take a two-pronged approach: to uplift the environment and the people. All operations are implemented in line with global health and safety standards, while resources are used efficiently. Moreover, our stakeholders, including customers and employees, are treated with utmost respect and given all the resources and support they need. We extend our helping hand further by promoting CSR projects internally and also in the community.

## What does "responsible" sound like?

### Take a caring tone of voice

- Write with empathy – Consider your reader's needs and desires, and explain how ENOC can fulfil them.
- Be warm – Bring some warmth to the way you write. Write as you speak. Read it out loud and see if it sounds natural.
- Show that we're there for customers - Include our contact details where appropriate.
- Be positive – Never focus on negatives. Rather show how our product or service brings convenience to the reader's life.
- Be friendly – Smile at customers, but don't be overly familiar and informal.
- Offer helpful suggestions – Everyone can do with tips on how best to use our products or services
- Be passionate – If it matters to our customers, associates and suppliers, it matters to us.
- Ask questions even if they're not meant to be answered. It engages the reader/listener.
- Use active voice and use "we" and "you". It warms up the message.
  Avoid – You will be given a set of guidelines.
  Aim for – We will give you a set of guidelines.
- Be inclusive – Use "I", "we" and "you". Rather than talking about ENOC, talk about 'we'. Instead of talking about 'staff', refer to 'the team'. When talking to customers say "you".
- Write subtly – Avoid UPPERCASE and exclamation marks!!!!

### Always remain respectful

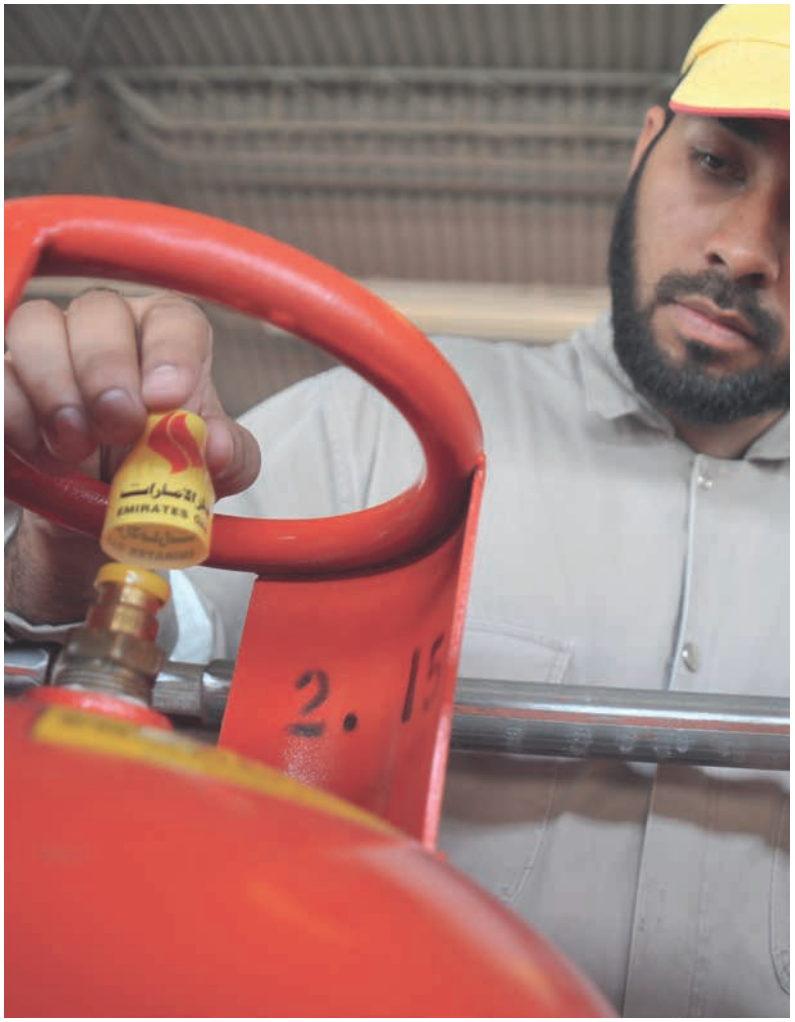
Use appropriate language and references based on the target audience. Pay attention to their age, gender, education level, culture and mother tongue.

### Show you care

Are we running any CSR programmes? Do we run recycling projects? How are we encouraging community work within the company? Are we contributing to job creation and the local economy? Demonstrate this with facts and figures, not general statements.

### Prove we're customer centric

Explain how our services or products have been developed around customer needs. Sell the benefits of a product, not the features. It will show that we help customers.



## An example of ENOC being responsible

Before

### About ENOC Aviation

ENOC Aviation provides aircraft refueling services at various International Airports either directly or through joint venture partners. A leading supplier of quality products for both the commercial and military sectors, ENOC Aviation provides categories of quality aviation fuel including aviation turbine fuel (Jet A-1) and the military specified JP8 for modern aircraft, and aviation gasoline (AVGAS) for piston engine aircraft. Customer focus and service, the company's hallmarks, are embodied in its refueling equipment design, information technology, customer care, quality, safety and environmental protection systems.

Note: Cold, corporate use of "ENOC Aviation" throughout. Claims such as "customer focus and service, the company's hallmarks", "quality", "customer care" – should be deduced by the reader from your writing, rather than you obviously stating it.

After

### Always rising above

ENOC Aviation brings you dependable refuelling services. We work directly or indirectly through joint venture partners to supply both the commercial and military sectors. From our aviation turbine fuel (Jet A-1) and military specified JP8, to aviation gasoline (AVGAS) for piston engine aircraft, our fuel is formulated to let aircraft perform better and preserve precious engine parts for longer. With superior refuelling equipment design, IT and inherent safety and environmental protection systems, we are the partner of choice for airports around the world. How can we help you?

Note:"ENOC Aviation" has been substituted with "we", and "our" to make the text more relatable. Customer care and quality is implied throughout with phrases such as "always rising above", "formulated", "perform better", "preserve precious engine parts" and "How can we help you?" Notice how we show we care about customers' needs by including product benefits.

# Professional

## We are world-class, quality-conscious and accomplished...

With cutting-edge technology, solid expertise and powerful resources, we have accomplished great commercial success. We employ a qualified, skilled and dedicated team from around the world. In addition to implementing best practices, the company has achieved world-class performance. We continually work to exceed customer expectations and maintain high industry standards. In the process we have received numerous accolades reflecting our respect for our community and environment, as well as our health and safety procedures.

## What does "professional" sound like?

### Share accomplishments

Build awareness of our success among stakeholders by communicating our accomplishments. Always explain why it is useful and what difference it makes e.g. when telling a business partner that we've won an award, explain that it translates into quality assurance.

### Show we're a world leader

Think broadly: you could reference research breakthroughs, technology innovation, or a new LEED certified factory. Be specific about our expertise in a particular area. How many years, what papers, which awards?

### Be enthusiastic

Always communicate with enthusiasm and pride. Believing in our own product is the first step in convincing customers.

### Showcase testimonials

Testimonials help to build confidence in our products and services, but make sure they are relevant and engaging.

### Always substantiate claims

A professional image stems from credibility. When making a claim, substantiate it with evidence: if we are among the top service providers, mention a survey in which we have appeared or an award we have won.

### Showcase quality

Don't just say we deliver quality – prove it. Explain what measures we take to ensure quality. What processes have been implemented, what international standards are being followed?

## An example of ENOC being professional

Before

### About ENOC Aviation

ENOC Aviation provides aircraft refuelling services at various International Airports either directly or through joint venture partners. A leading supplier of quality products for both the commercial and military sectors, ENOC Aviation provides categories of quality aviation fuel including aviation turbine fuel (Jet A-1) and the military specified JP8 for modern aircraft, and aviation gasoline (AVGAS) for piston engine aircraft. Customer focus and service, the company's hallmarks, are embodied in its refuelling equipment design, information technology, customer care, quality, safety and environmental protection systems.

Note: The text tries to convince the reader about our "customer focus" and "quality", rather than persuade. The statements are generic and could be claimed by any fuel provider.

After

### Always rising above

ENOC Aviation brings you dependable refuelling services. We work directly or indirectly through joint venture partners to supply both the commercial and military sectors. From our aviation turbine fuel (Jet A-1) and military specified JP8, to aviation gasoline (AVGAS) for piston engine aircraft, our fuel is formulated to let aircraft perform better and preserve precious engine parts for longer. With superior refuelling equipment design, IT, and inherent safety and environmental protection systems, we have been named "Best Regional Jet Fuel Marketer – Africa & Middle East" by Ambrust, three years in a row. How can we help you?

Note: In the headline we already position ENOC Aviation as a leader. We then follow on to provide proof in the form of the Ambrust survey. When using this text online, you can allow readers to link to the Ambrust survey and even a list of your most valued customers. This way you're not only saying you're a leader – you're proving it.

NOPQ
VWXYZ
klmnop
vwxyz

# B. Brand Elements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# Logo & Usage

## Logo overview

The following logos are discussed in detail in this section.
Captions indicate when each logo should be used.

Master logo, preferred version

Greyscale, used in faxes, newspapers

Single colour black, used for embossing, engraving etc.

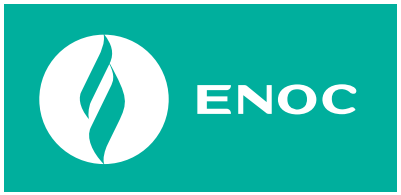
Vertical English language, used in English speaking countries only

Full colour reverse, used with dark colour background (follow variations grid)

Reverse white, used with dark colour backgrounds as watermark. Examples on p. 133, and p. 143

Horizontal logo, used only when the standard version is not possible

Horizontal English language, used in English speaking countries only

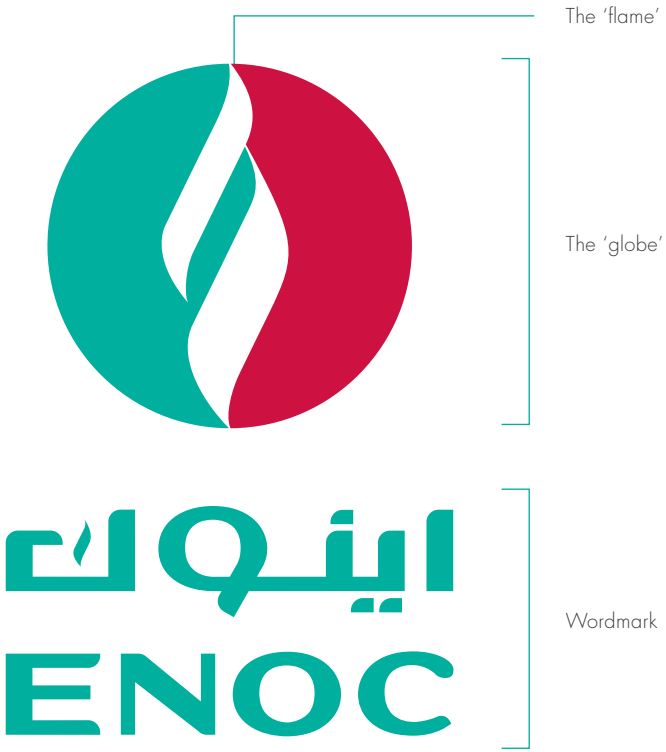



Horizontal reverse white logo, used on drums

## Master logo

The ENOC logo consists of the ENOC wordmark accompanied by the symbol of a 'globe' centred on a 'flame'. The wordmark and symbol must always appear together and neither must be used on its own. Always use the artwork provided and never attempt to recreate the logo. Wherever possible, the logo should appear on a white background.

This vertical logo design is the primary master brand logo. As such, it is to be used in all possible situations.



## Clear space

Clear space around the logo ensures our logo is always visible on all applications. Increase the integrity of our logo with no interference of other visual elements.

Always surround the logo with a clear space equivalent to the width of the "E" in ENOC.

## Minimum size

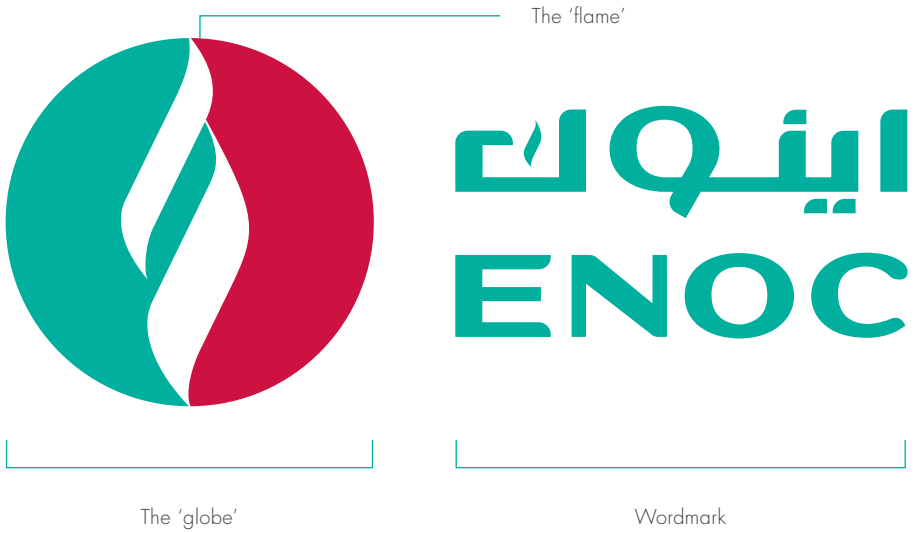
The ENOC logo forms the core of the ENOC brand DNA. It is imperative that the brandmark is always recognisable to strengthen brand integrity, and to build brand awareness and recall.

Ensure this by using the logo in a size no smaller than 12mm in height.

12 mm
Minimum size

## Horizontal logo - English/Arabic

The vertical logo design is preferred. Only for instances in which the vertical logo is not appropriate the horizontal logo design can be used.




### When may we consider using the horizontal logo?

- Horizontal online banner ad
- Narrow horizontal applications such as trucks and lubricants sign board

## Horizontal logo - clear space

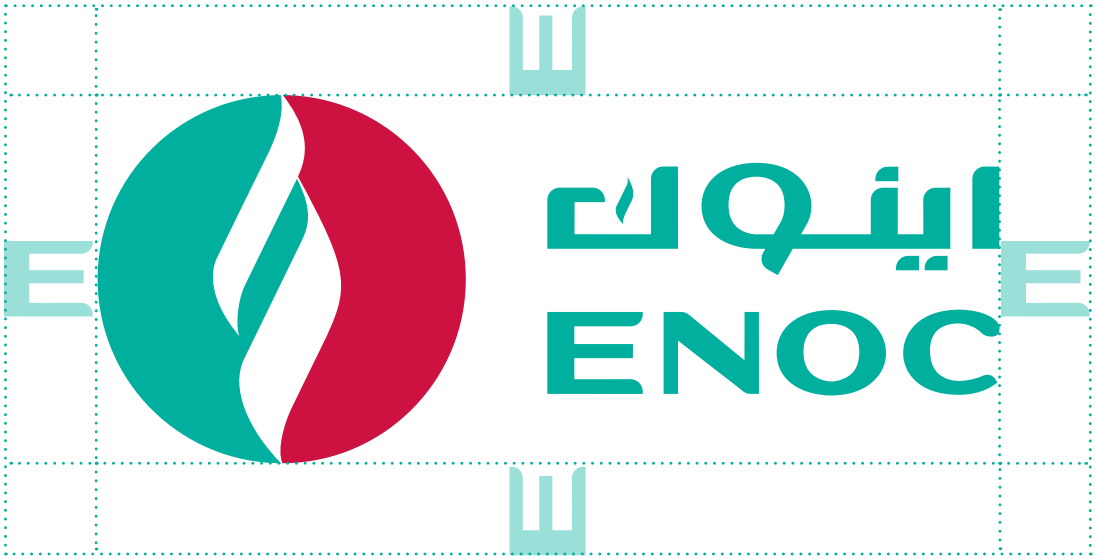
Clear space around the logo ensures our logo is always visible on all applications. Increase the integrity of our logo with no interference of other visual elements.

Always surround the logo with a clear space equivalent to the width of the "E" in ENOC.

## Minimum size

The ENOC logo forms the core of the ENOC brand DNA. It is imperative that the brandmark is always recognisable to strengthen brand integrity and to build brand awareness and recall.

Ensure this by using the logo in a size no smaller than 6.5mm in height.



6.5 mm
Minimum size

## Vertical dual language

For a dual language vertical logo containing a foreign language, the Arabic line from the master logo should be replaced by the foreign language. All other guidelines in terms of clear space and minimum size apply.

## Horizontal dual language

For a dual language horizontal logo containing a foreign language, the Arabic line from the master logo should be replaced by the foreign language. All other guidelines in terms of clear space and minimum size apply.

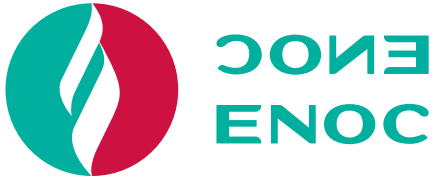
## Vertical single language

The ENOC single language vertical logo should follow the same guidelines as the master logo.

## Horizontal single language

The ENOC single language horizontal logo should follow the same guidelines as the English/Arabic horizontal logo.

Vertical foreign language




Horizontal foreign language

Vertical English language

Horizontal English language

## Full colour reverse logo

In the event that the ENOC master logo needs to be applied on a dark background, please use this full colour reverse version to ensure the logo is always prominent and visible.

## Line thickness

Always use the files provided with these guidelines. In an extreme circumstance you may recreate the white stroke surrounding the 'globe and flame' by creating a white circular element that is 4.5% larger than the diameter of the 'globe'.

Full colour reverse

A white circle, 4.5% larger than the diameter of the globe, creates a line with a thickness of 2.25% of the diameter of the globe.

## Other variations

The ENOC logo is available in different variations. When the full colour logo cannot be used, please select the appropriate variation for your application.

## Greyscale

The greyscale logo can be used on limited colour applications such as fax templates and newspaper advertising. The grey used is 45% solid black.

## Single colour – black

The black version of the ENOC logo is appropriate for limited colour applications such as one colour embossing or engraving.

Greyscale

Single colour – black

Reverse white

Horizontal reverse white

## Reverse white

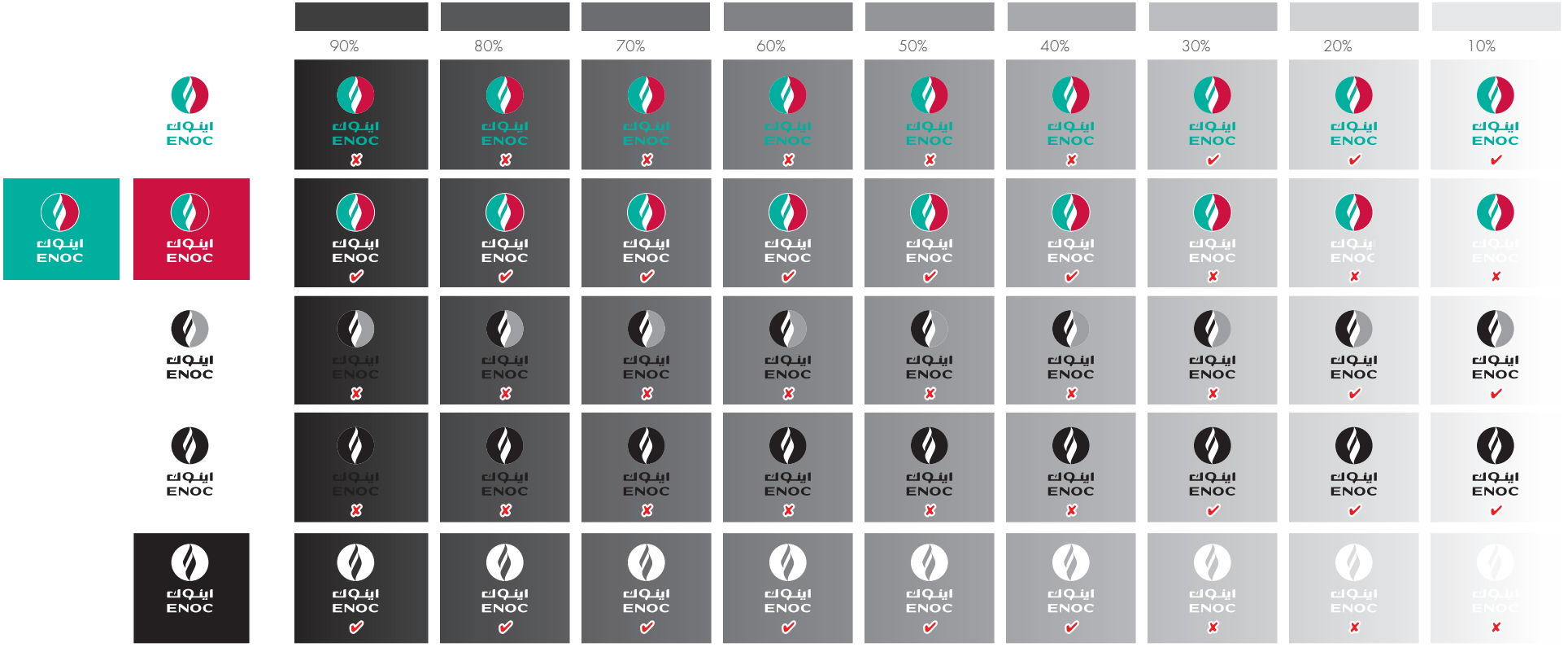
The reverse white logo should be used on dark backgrounds where the full colour version has limited to no visibility e.g. photography or video.

## Horizontal reverse white

This logo should only be used in extreme instances where the printing area is very narrow and the background is dark e.g. drums only.

## Variations grid

The variations grid has been designed to help you decide which logo variation will best suit your application based on the strength of the background colour. Brand visibility and recognisability is key. Use the variations grid to find the logo best suited to your application.




Logo option

Choose your logo option based on the strength of the background colour

## Misuse

In brand building, consistency is king. Only focused branding will ensure that consumers do not become confused and that our brand is cemented firmly in their minds.

Please ensure that the ENOC logo is always used in its purest form and never manipulated. While communication may be creative, the brand identity must always remain consistent.

Altering position or orientation

Changing colours

Adding shadow or indicating depth

Adding details as part of the logo

Photography

Wrong variations

Altering line thickness

ENOC logo is always used in its purest form and never manipulated.

# Title

## Subtitle

### Headline

عنوان

Body

# Typography

## For designed, branded communications

All designed communication pieces done internally or externally, such as ENOC corporate advertising, brochures, business cards, websites, press kits, professionally designed PowerPoint presentations, videos, etc., should use the prescribed fonts for Arabic and English text. Please note that the Arabic and English typefaces are from different families. Please ensure you use the exact prescribed typeface.

## Arabic

Arabic text in all design work must appear in the Frutiger LT Arabic typeface.

## English

English text in all design work must appear in the Futura typeface.

# Behind every successful journey

### Frutiger Arabic 75 Black

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ . ! ؟ - ـ ٪ ٫

### Futura Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890:;()+-=£$%&@/!?,.**

# Behind every successful journey

### Frutiger LT Arabic 65 Bold

**أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ**
**أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ**
**ف ق ك ل م ن ه و ي**
**١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ . !؟-ـٰـٖـٗـ**

### Frutiger Arabic 55 Roman

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ . !؟-ـٰـٖـٗـ

### Frutiger Arabic 45 Light

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
1 2 3 4 5 6 7 8 9 0 !؟-ـٰـٖـٗـ

### Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:;()+-=£$%&@/!?,.

### Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:;()+-=£$%&@/!?,.

### Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:;()+-=£$%&@/!?,.

# Behind every successful journey

## For everyday office communications

For internally developed communication such as emails, memos, and letters, the system font Verdana is used. Verdana is available pre-loaded on PC and Mac computers and has been specifically designed for high legibility both on-screen and in print.

You can simply select this font when using typical office software such as Word. For PowerPoint presentations created by ENOC employees, the font Verdana should be used.

### Winsoft Naskh Pro Bold

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ١٠ !؟

### Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890:;()+-=£$%&@/!?,.**

### Winsoft Naskh Pro Regular

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ١٠ !؟

### Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:;()+-=£$%&@/!?,.

Tip: Internal communication mainly uses Verdana. See previous page for external.

## English fonts and style treatment

The following examples cover the basic application of the main typefaces in terms of colour, font usage and style.

**Title**
Subtitle
Headline
Body

# Title

Main title in external collateral should be in Futura Bold matched with Frutiger LT Arabic 75 Black for Arabic text. To be used in case of limited or non-existent body copy.

## Headline

Headlines for body paragraphs should be in Futura Medium or Book matched with Frutiger LT Arabic 65 Bold or 55 Roman for Arabic.

## Subtitle

Any subtitles to the main title of the external material should be in Futura Light or Book matched with Frutiger LT Arabic 45 Light or 55 Roman for Arabic. This also applies to statements that are supportive to the main title.

Body

Body paragraphs should be in Futura Light or Book matched with Frutiger LT Arabic 45 Light or 55 Roman for Arabic. Body text rules are explained further in this sub-section.

## Arabic fonts & style treatment

The following examples cover the basic application of the main typefaces in terms of colour, font usage and style.

لقب

عنوان فرعي

عنوان رئيسي

هيئة

لقب

Main title in external collateral should be in Frutiger LT Arabic 75 Black matched with Futura Bold for English text. To be used in case of limited or non-existent body copy.

عنوان رئيسي

Headlines for body paragraphs should be in Frutiger LT Arabic 65 Bold or 55 Roman matched with Futura Medium or Book for English.

عنوان فرعي

Any subtitles to the main title of the external material should be in Frutiger LT Arabic 45 Light matched with Futura Light or Book for English. This also applies to statements that are supportive to the main title.

هيئة

Body paragraphs should be in Frutiger LT Arabic 45 Light or 55 Roman matched with Futura Light or Book for English. Body text rules are explained further in this section.

## Leading and kerning

The leading and kerning of our typography is always larger than the default. The leading is a minimum of 5 points larger than the point size (e.g. 9pt text = 14pt leading) The kerning is +20 and can be reduced to 0. These rules apply to both English and Arabic.

Minimum and maximum character width

## Automatic justification

Paragraphs should always be left or right aligned, depending on the language, and should never be justified. Automatic justification creates 'white rivers' in a paragraph, alters legibility and adds discomfort for the reader.

104% The characters in this paragraph have
96% been treated to allow it to rest in the form
99% of a rectangle instead of how it looks in
100% the example below.

100% The characters in this paragraph have
100% not been treated to allow it to rest in the form of
100% a rectangle instead of how it looks in the
100% example above.

Example of character width alterations

**Never automatically justify. Only adjust leading and kerning. If this is not possible, simply align to the left or right.**

This paragraph has been left aligned to allow the reader's eyes to flow smoothly through the text.

This paragraph has been justified causing white rivers marked in red and creates discomfort for the reader as well as alters legibility. With more text, this error is highlighted to a dramatic extent.

Example of different types of justification.

# Colour

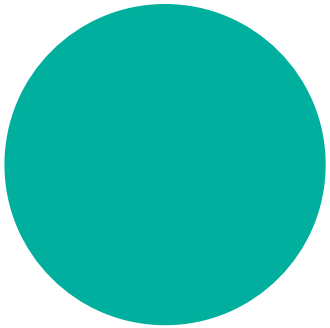
## Colour palette

The ENOC brand colour palette is as much a part of our identity as our logo. These colours should be used across all brand touch points to enhance the visual integration of all our communications.

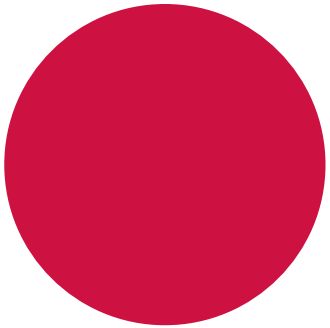
The primary colour palette should always feature in your material. In the event that you need more colours to work with, only choose additional colours from the secondary colour palette.

Note : CMYK values are not direct conversions from the PMS colours. Please use the CMYK values listed below.

### Primary colours

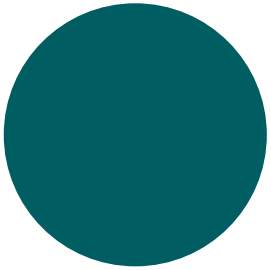


| | |
|---|---|
| PMS | Pantone 3268 C |
| CMYK | 89, 0, 50, 0 |
| RGB | 0, 176, 146 |
| HTML | 00, B0, 92 |
| RAL | Green Salcomix Small Industry 3268C PB |

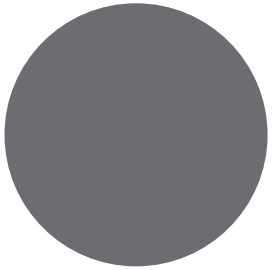


| | |
|---|---|
| PMS | Pantone 200 C |
| CMYK | 3, 100, 66, 12 |
| RGB | 183, 18, 52 |
| HTML | B7, 12, 34 |
| RAL | Red Salcomix Small Industry 200C PB |

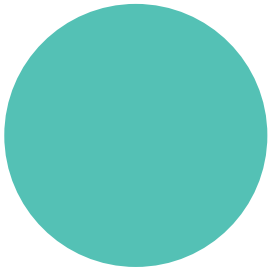
### Secondary colours



| | |
|---|---|
| PMS | Pantone 323 C |
| CMYK | 100, 10, 40, 50 |
| RGB | 0, 98, 101 |
| HTML | 00, 62, 65 |
| RAL | Opalgrün 6026 |



| | |
|---|---|
| PMS | Pantone Cool Gray 11 C |
| CMYK | 0, 0, 0, 70 |
| RGB | 110, 109, 108 |
| HTML | 6E, 6D, 6C |
| RAL | Graphitgrau 7024 |



| | |
|---|---|
| PMS | Pantone 3268 C (70%) |
| CMYK | 89, 0, 50, 0 (70%) |
| RGB | 127, 213, 197 |
| HTML | 7F, D5, C5 |
| RAL | Litchgrün 6027 |

Energy Partner

# Tagline Usage

## Tagline width

To keep our designs neat and clean, the Arabic tagline must always appear in the same width as the English tagline when used together.

Arabic tagline

الشريك الأفضل بقطاع الطاقة

English tagline

Energy Partner of Choice

w

Never recreate the tagline.
Always use the artwork supplied.

## Line spacing

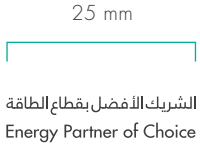
When the English and Arabic taglines are used in the same layout they should appear as one unit. The space between them (excluding descenders) should be equal to the height of the "E" in "Energy". This will keep the communication neat and tidy.

"Descender" refers to any part of your typeface that falls below the red dotted line. See characters "g" and "y" below.

## Minimum size

It is important that the tagline is always visible in order to bring the message home to readers. Never use the tagline in a size less that 25mm in length.

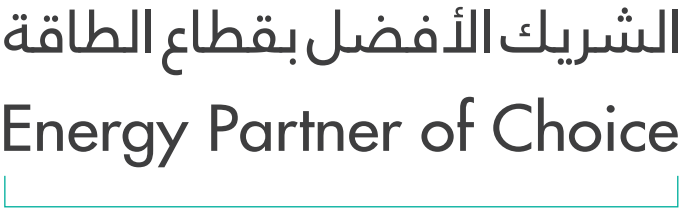
Line spacing




Minimum size

## Tagline size vs. logo size

To maintain visual balance between the various elements in your communication, the width of the ENOC tagline, including both languages, needs to equate to 175% of the width of the ENOC logo used in the same application.




1.75 x

x

## Tagline placement

In standard applications the tagline and logo should be bottom-aligned and placed on opposite ends of the application.

Other cases where the logo is aligned to the centre, e.g a banner, the tagline can rest below the logo.

## Tagline examples

Top right: This is an example of the standard usage of the tagline.
More examples can be seen in the next section.

الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice

الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice

Please refer to section D for usage in campaign graphics.

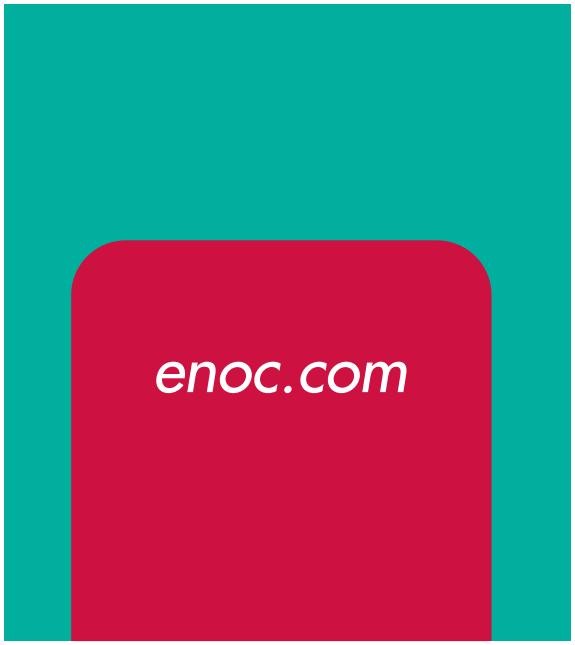
# Background & Tab

## Overview

The following graphics can be used internally as well as externally. Examples of usage can be seen at the end of this sub-section.

## Brand graphic

The background graphic is a device that will aid in recognition of the ENOC brand and can be used alongside or in the absence of the ENOC logo.

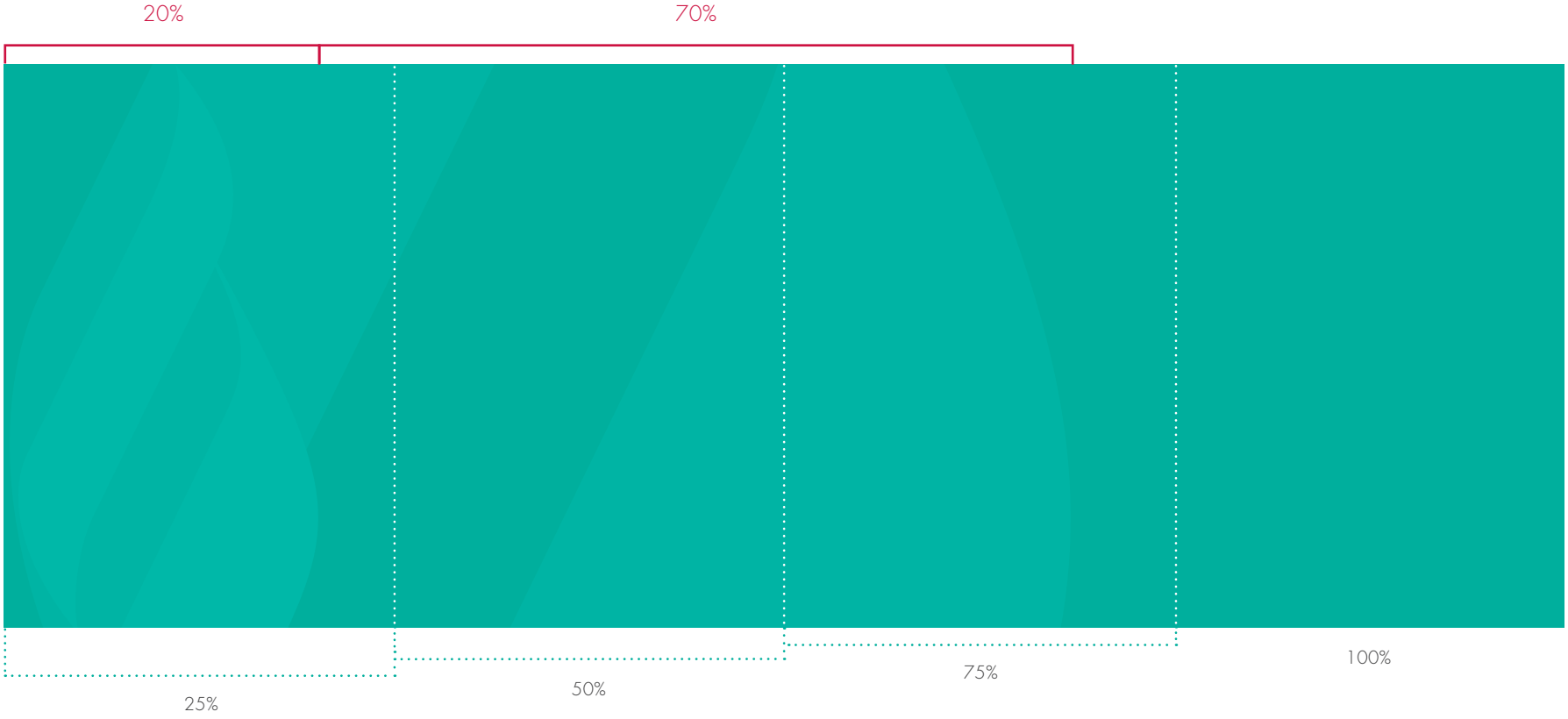


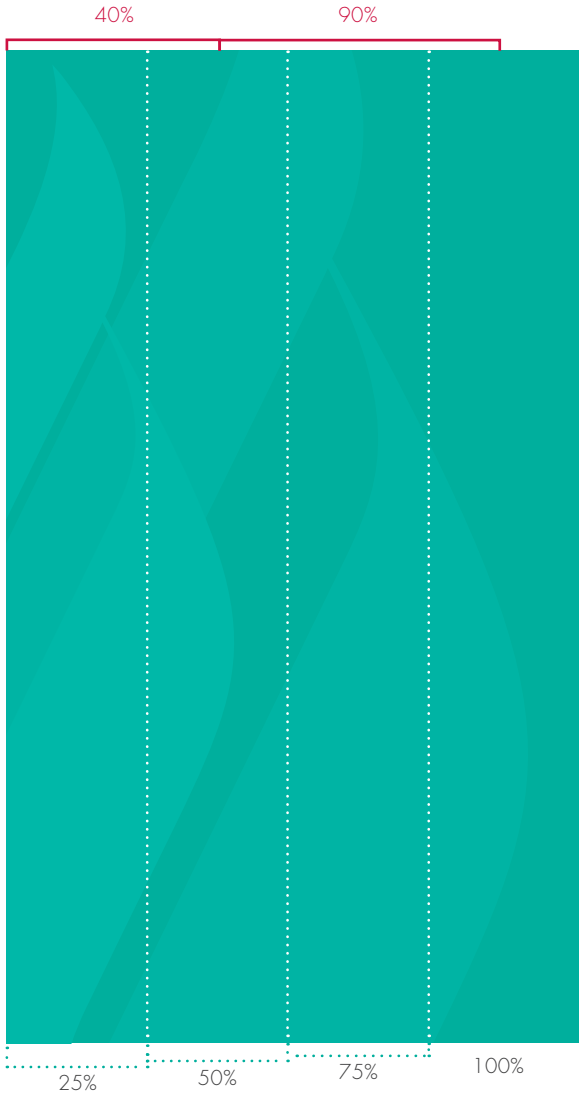

## Website tab

The red website tab brings emphasis to the ENOC web address on designed material. It should only be used when the background colour is ENOC green and never on a white background or with campaign graphics (campaign graphics are explained further in section D1.1).

## Horizontal consumption

The background graphic can be used to bring visual interest and dynamism to applications such as folders or book covers. However, it should never be overpowering. Based on your specific layout, use your discretion and use the graphic tastefully, within reason. As illustrated below, the graphic should never cover less than 20% of a horizontal layout and never exceed 70%.






## Vertical consumption

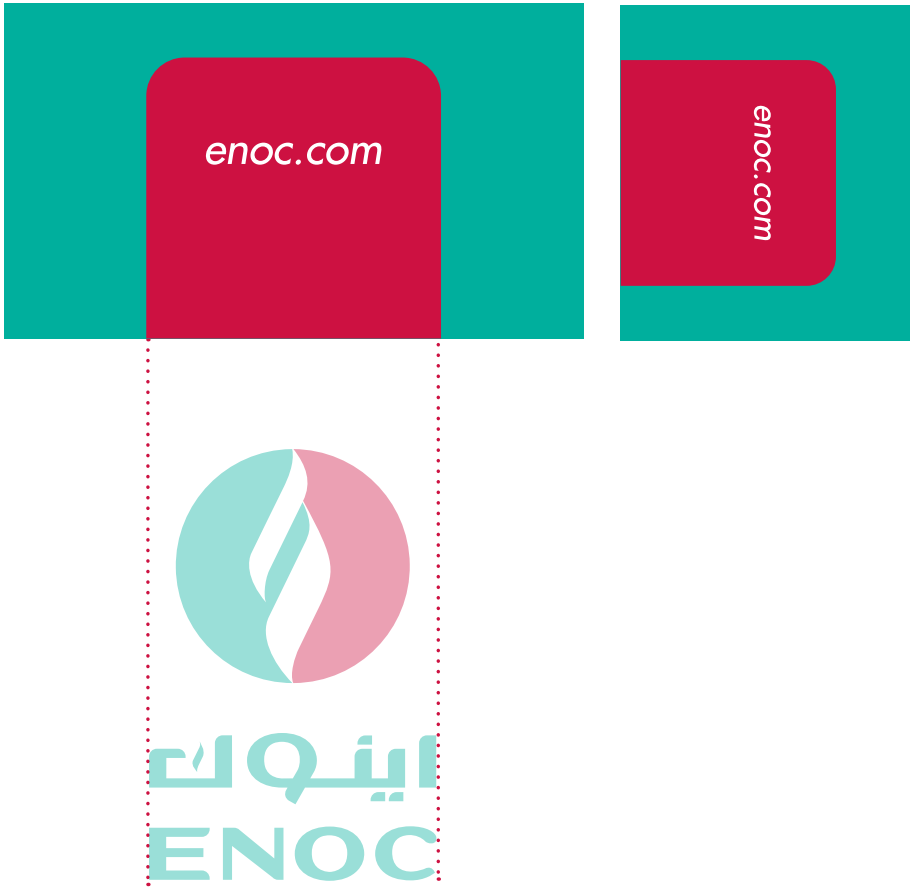
The background graphic can be used to bring visual interest and dynamism to applications. However, it should never be overpowering. Based on your specific layout, use your discretion and use the graphic tastefully, within reason. As illustrated on the left, the graphic should never take up less than 40% of a vertical layout and never exceed 90%.

## Tab size

The size of the tab can be decided by matching the width of the overall tab to the width of the logo in that same material. Examples of usage can be found at the end of this sub-section.

## Rounded corner

The radius of the corner is 4.233mm in an A4 format. Since the radius should be larger on a larger format, you should use the artwork supplied and never recreate the tab.



## Positioning

Bottom positioning of the tab is preferred on applications. Only in circumstances where the bottom positioning is not ideal, should the side positioning be considered. Consult the next page to decide which positioning suits your application best.

## Bottom positioning – space and margin

Strive to use the bottom positioning of the tab first and foremost. For applications where the website tab loses prominence you can consider increasing the size of the footer margin to increase visibility. This is particularly helpful on applications that are more vertical. The height of the tab should always be at least 9 times the height of the 'n' in the web address. As shown on the left you may increase the bottom margin by a maximum of 4 times the height of the 'n'.

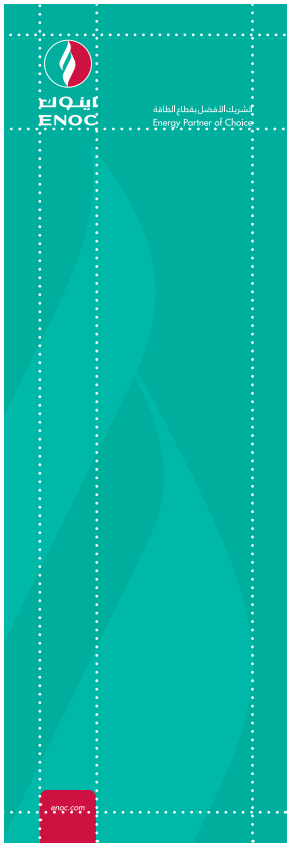
## Side positioning – space and margin

In applications where the maximum size of the bottom tab is still not prominent enough, e.g. roll-up banners, you may consider positioning the tab on the left side. In this case apply the tab to the lower half of your design and use the minimum height of the tab to avoid interference with other content.

# Examples Background & Tab

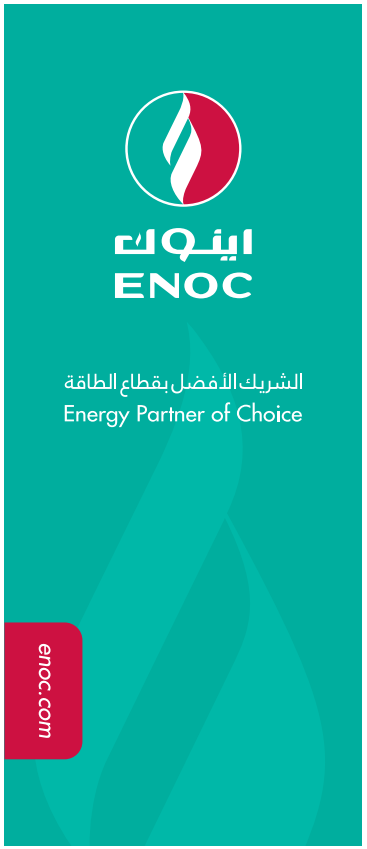
These examples illustrate the perfect balance between the tagline, the logo and the website tab.

Above: an example of minimum tab size




Above: an example of maximum tab size

Above: an example of minimum size + 2 'n'




Above: an example of tab usage on the side

اينـوك
ENOC
الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice
enoc.com

اينـوك
ENOC
الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice
enoc.com

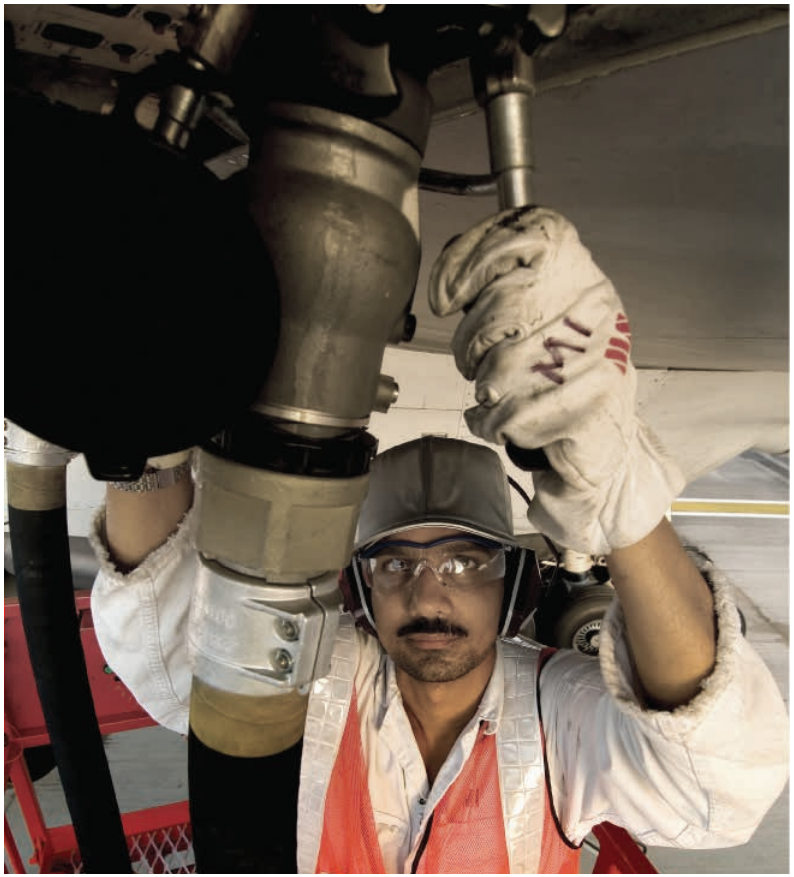
اينـوك
ENOC
الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice
enoc.com

# Imagery

# Conceptual Imagery

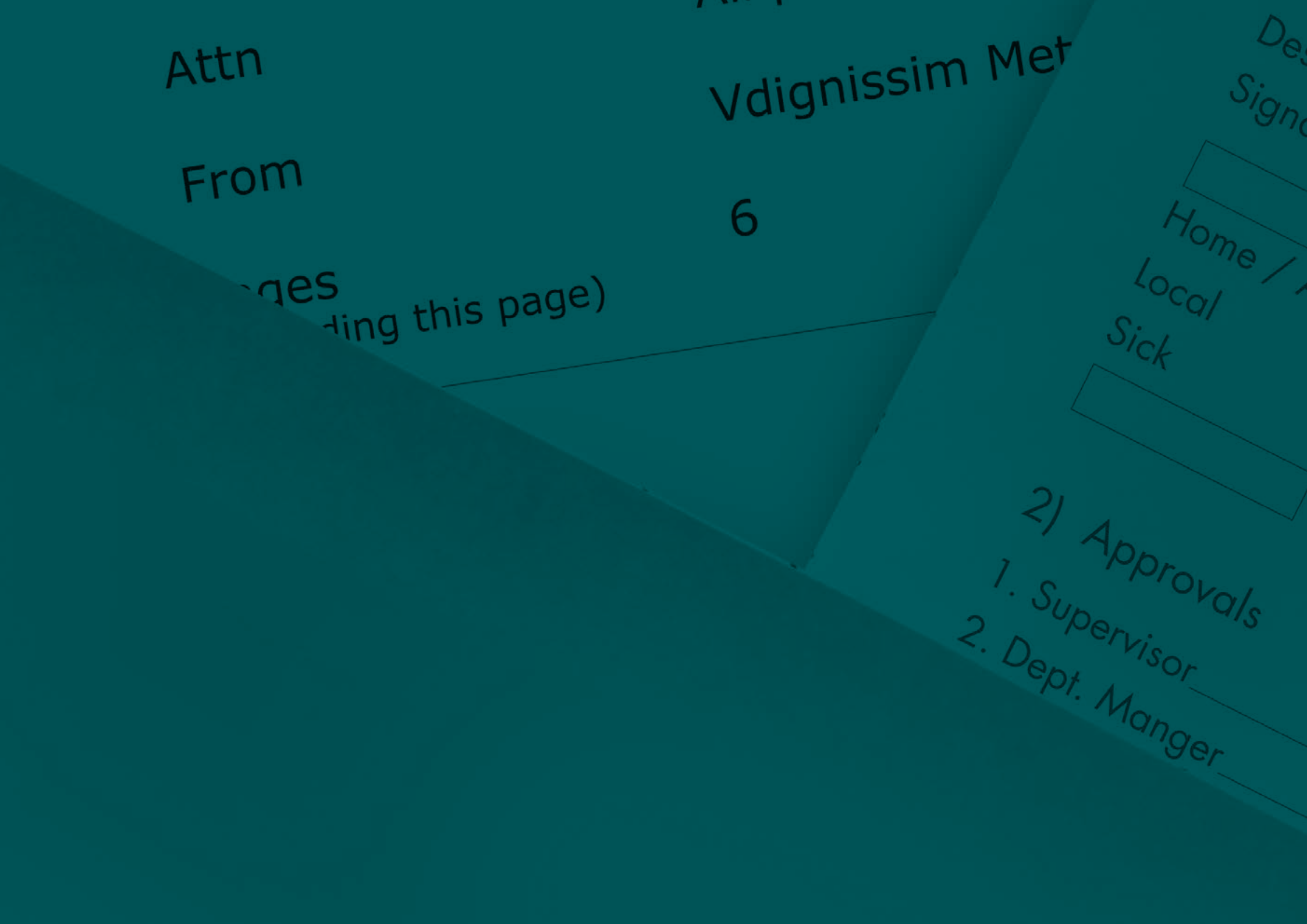
Images should be selected to reflect the diverse areas of operation of ENOC, but also the growth and vision of our company.
These specific images capture the scale and scope of our operation by depicting open horizons, grand landscapes and impressive oil installations.

The ENOC brand is driven by people, for people. As the energy partner of choice, we are here to support our customers. Wherever possible, images should show our staff at work as they ensure that operations run smoothly and our customers' needs are met.



The ENOC logo includes a round globe. Capitalise on the circular visual element to differentiate the ENOC brand from competitors and to own a captivating image identity that consumers can recognise instantly.

The following images include circular objects that hark back to the ENOC logo. Where possible, use images containing circular objects.


Attn
From
6
Home /
Local
Sick
2) Approvals
1. Supervisor
2. Dept. Manger

# C. Internal Communication


| | | |
|---|---|---|
| **1** | **Stationery** | 78 |
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# Stationery


المتحدة هاتف: ٤٤٠٠ ٤٣٧ ٤ ٩٧١+ فاكس:
Sheikh Rashid Road, P.O. Box: 6442,
enoc.com



Emirates National Oil Company Ltd. (ENOC) L.L.C. حدودة (اينوك) ذ.م.م
٦٤٤٢، دبي، الامارات العربية المتحدة هاتف: ٤٤٠٠ ٤ ٣٣٧ ٤ ٩٧١+ فاكس: ٤٤٤٣ ٤ ٣١٣ ٤ ٩٧١+
ENOC Complex, Sheikh Rashid Road, P.O. Box: 6442, Dubai, United Arab Emira
info@enoc.com enoc.com

## Letterhead

The ENOC letterhead should be used in this standard supplied format. As the most basic marketing tool, it is also one of the most used. Therefore consistency is key.

## Content area

Only place text in the allocated area to maintain a neat layout and to avoid text getting cut off during printing. Extra content, like ISO logos, should be placed below the text area, in the footer, above the address.

## Machine fold indicators

Two lines indicate where letters should be folded when printed in bulk and machine folded. Never place text directly over the crease, to avoid risking legibility.

Note: The font used will depend on whether the letter is developed internally or by a professional designer. Consult section B.

## Specifications

No elements in the brand guideline may be recreated. The specifications are purely for reference. Please request artwork from the Brand and Corporate Communications Management.
Call +971 4 313 4701
or e-mail webmaster@enoc.com

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name & website

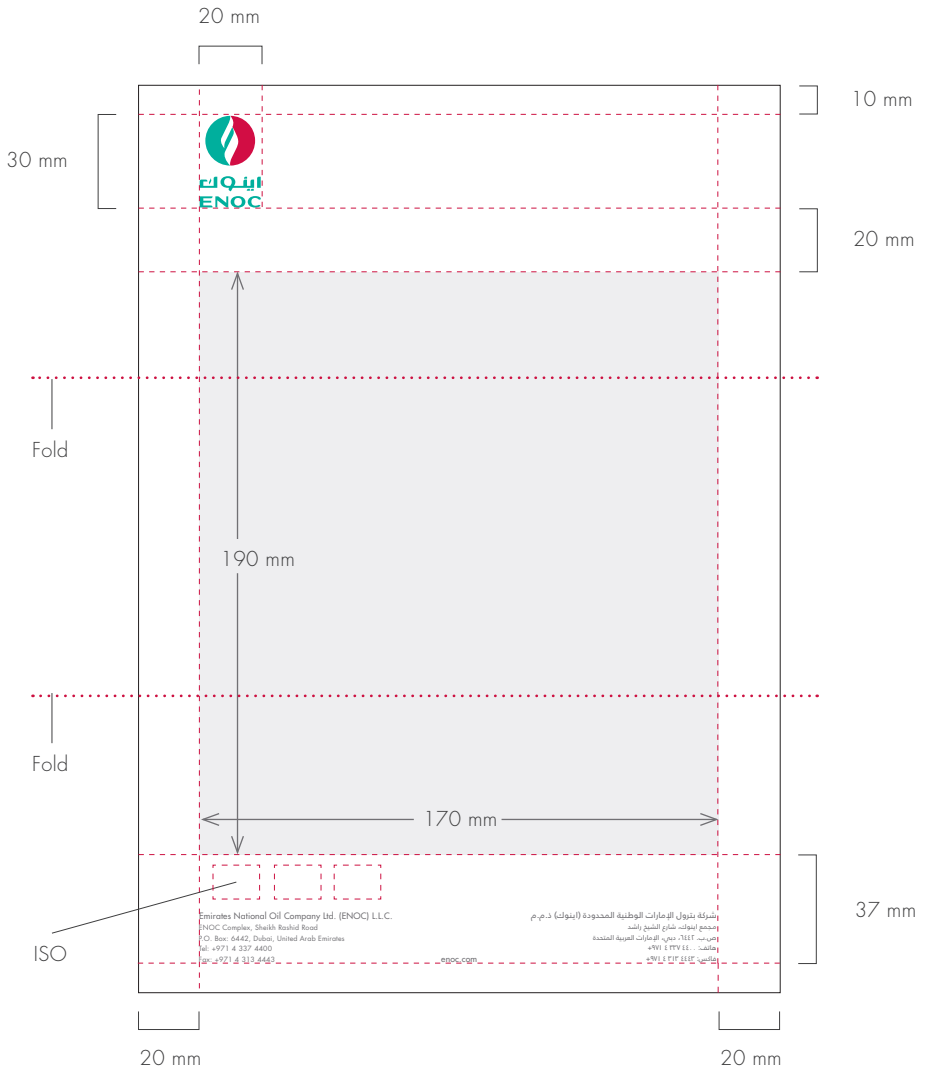
- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Body copy

- Futura Medium & Light 10 pt
- Frutiger 55 Roman & 45 Light 10 pt



## Letterhead - digital version

The ENOC digital letterhead should be used in this standard supplied format. As the most basic marketing tool, it is also one of the most used. Therefore consistency is key.

## Content area

Only place text in the allocated area to maintain a neat layout and to avoid text getting cut off during printing.

## Specifications

The letterhead A4 sized contains the following elements:

### Colour specification

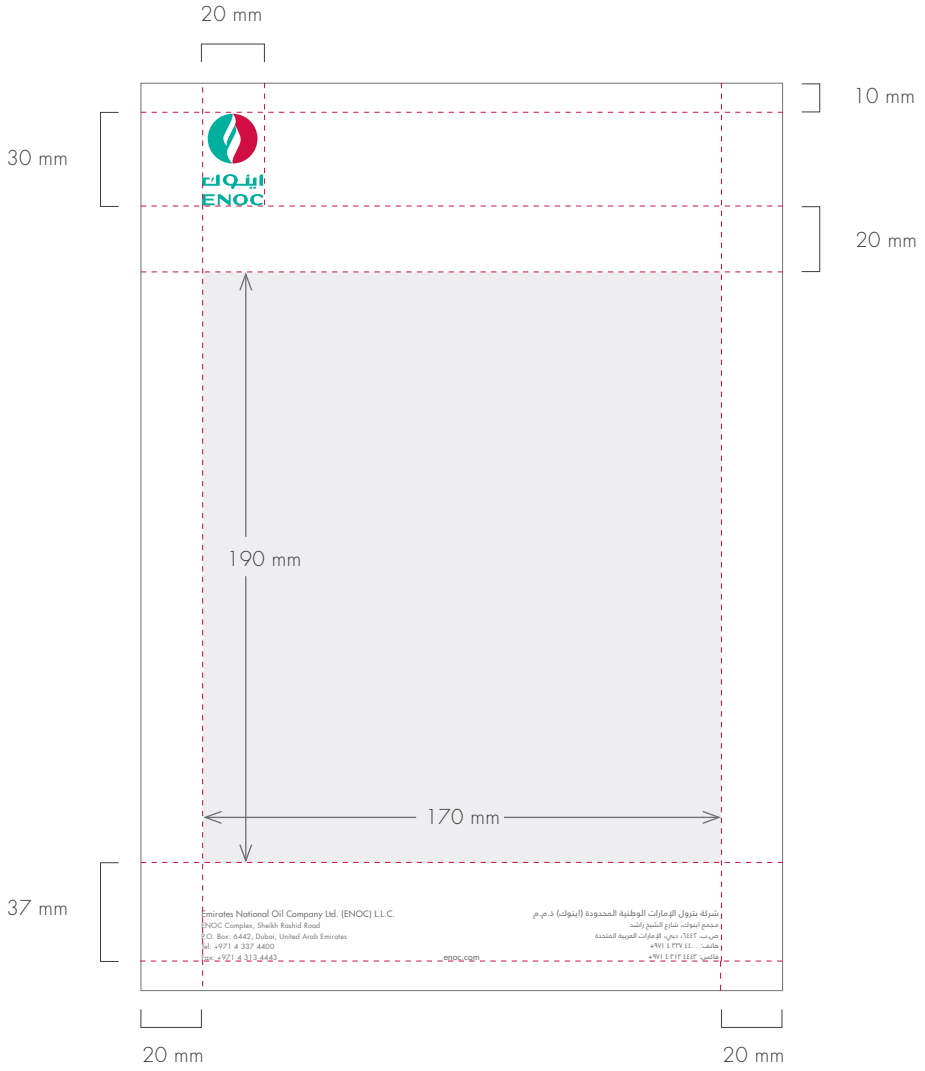
- RGB ENOC Green: 0, 176, 146
- RGB ENOC Red: 183, 18, 52
- RGB ENOC Gray : 110, 109, 108

### Typefaces and fonts

For the company name, website and contact details please use the previous page as your guide.

Body copy

- Verdana Regular & Bold 10 pt



## Letterhead continuation sheet

The ENOC letterhead continuation sheet should be used in this standard supplied format. As the most basic marketing tools our stationary is also among the most used. Therefore consistency is key.

## Content area

Only place text in the allocated area to maintain a neat layout and to avoid text getting cut off during printing.

## Machine fold indicators

Two lines indicate where letters should be folded when printed in bulk and machine folded. Never place text directly over the crease, to avoid risking legibility.

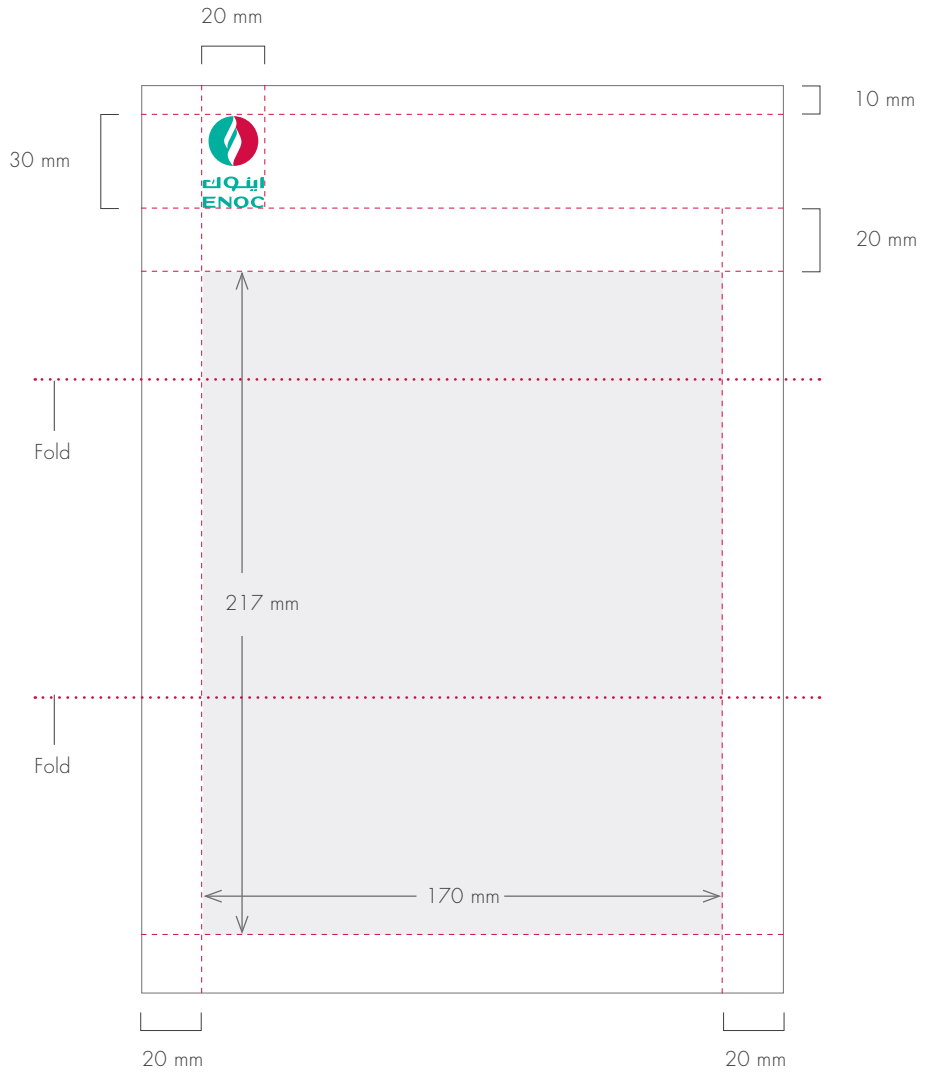
## Specifications

### Colour specification

- 2 (Pantone 3268 & 200)

### Typefaces and fonts

Body copy should follow the specifications for either the print or the digital version of the letterhead.



## Folder

Folders are ideal marketing tools that can be used internally at meetings or externally at press conferences, seminars and exhibitions.

## Specifications

### Colour specification

- 3 (Pantone 3268, 200)

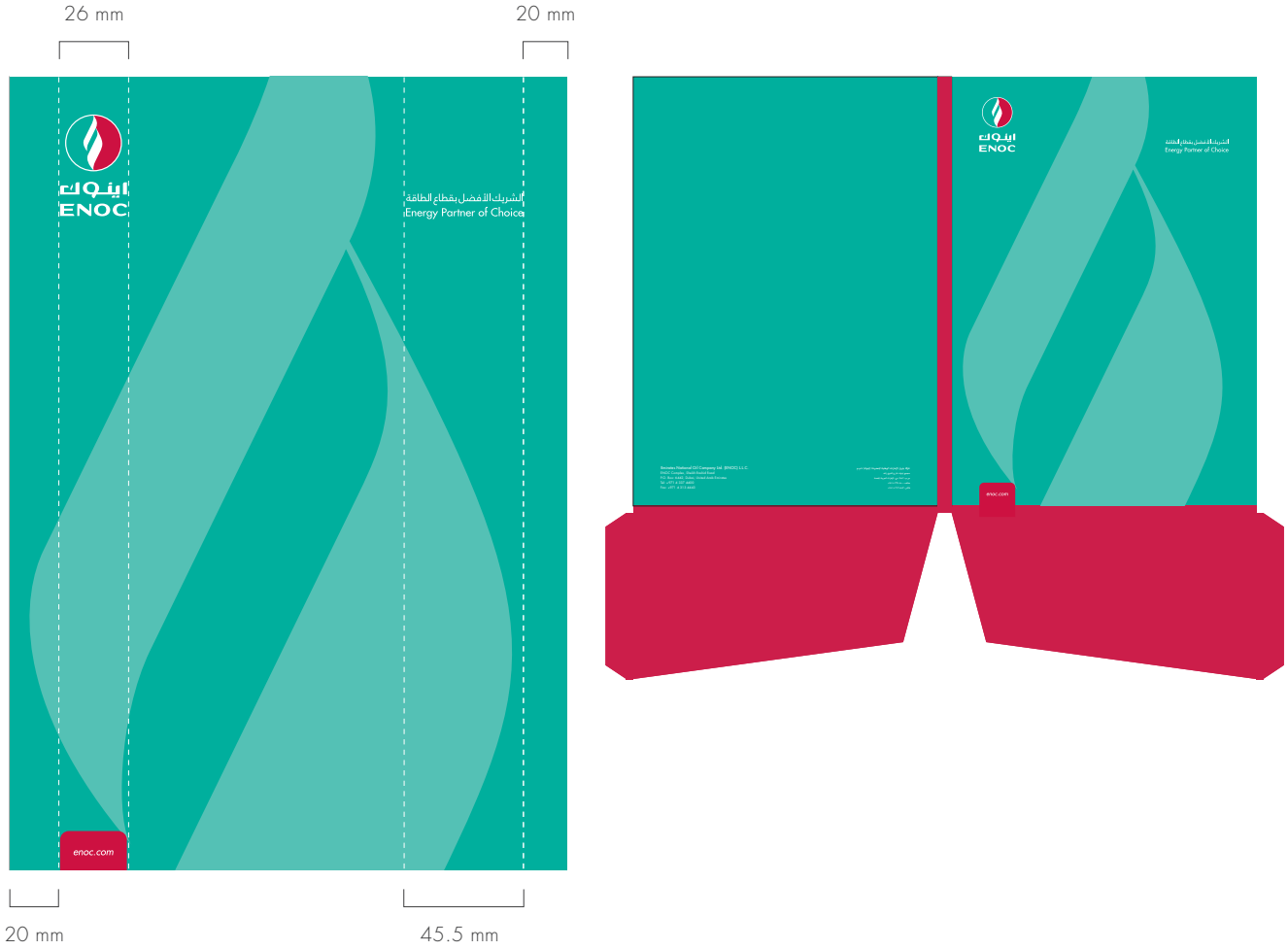
### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt



## Business cards

Business cards are critical business tools. As a key communication touchpoint it is imperative that they are consistent and represent the ENOC brand properly. When printing or developing new business cards, always use the templates provided.

## Specifications

### Size

- 85 mm (w) x 55 mm (h)

### Colour specification

- 3 + 3 (Pantone 3268, 200 & Cool Gray 11)

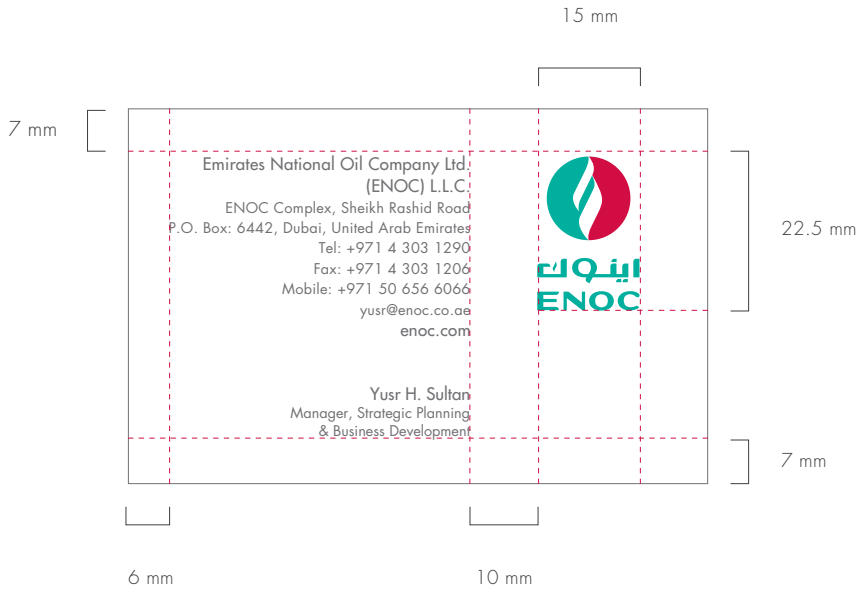
### Typefaces and fonts

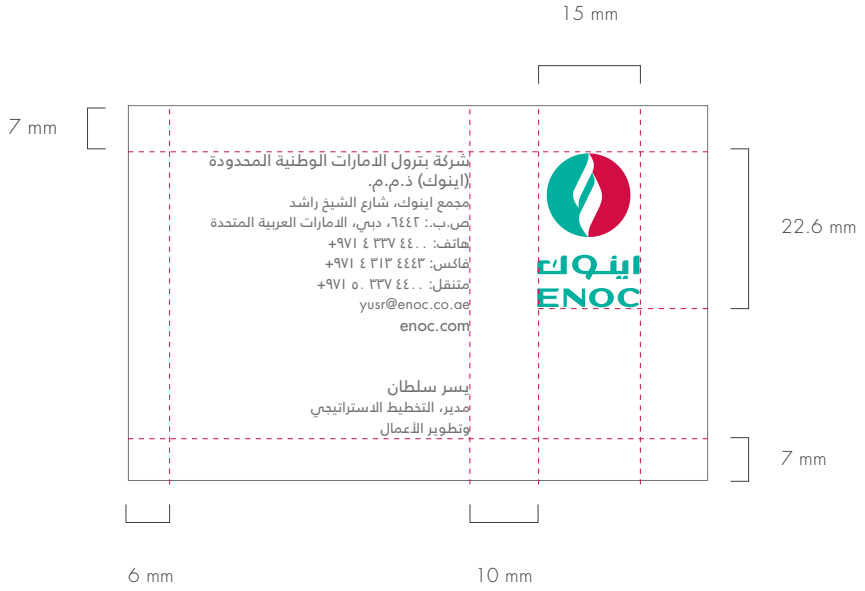
Company, person name & website

- English - Futura Medium 7 pt
- Arabic - Frutiger LT Arabic 55 Roman 7 pt

Contact details

- English - Futura Book 6 pt
- Arabic - Frutiger LT Arabic 55 Roman 6 pt




**What is not on business cards:**

No other information such as photos, slogans or awards is communicated.

## DL envelope

This is the preferred version of the DL envelope. This format is suitable for an A4 sheet folded in thirds as shown in the letterhead example.

## Specifications

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

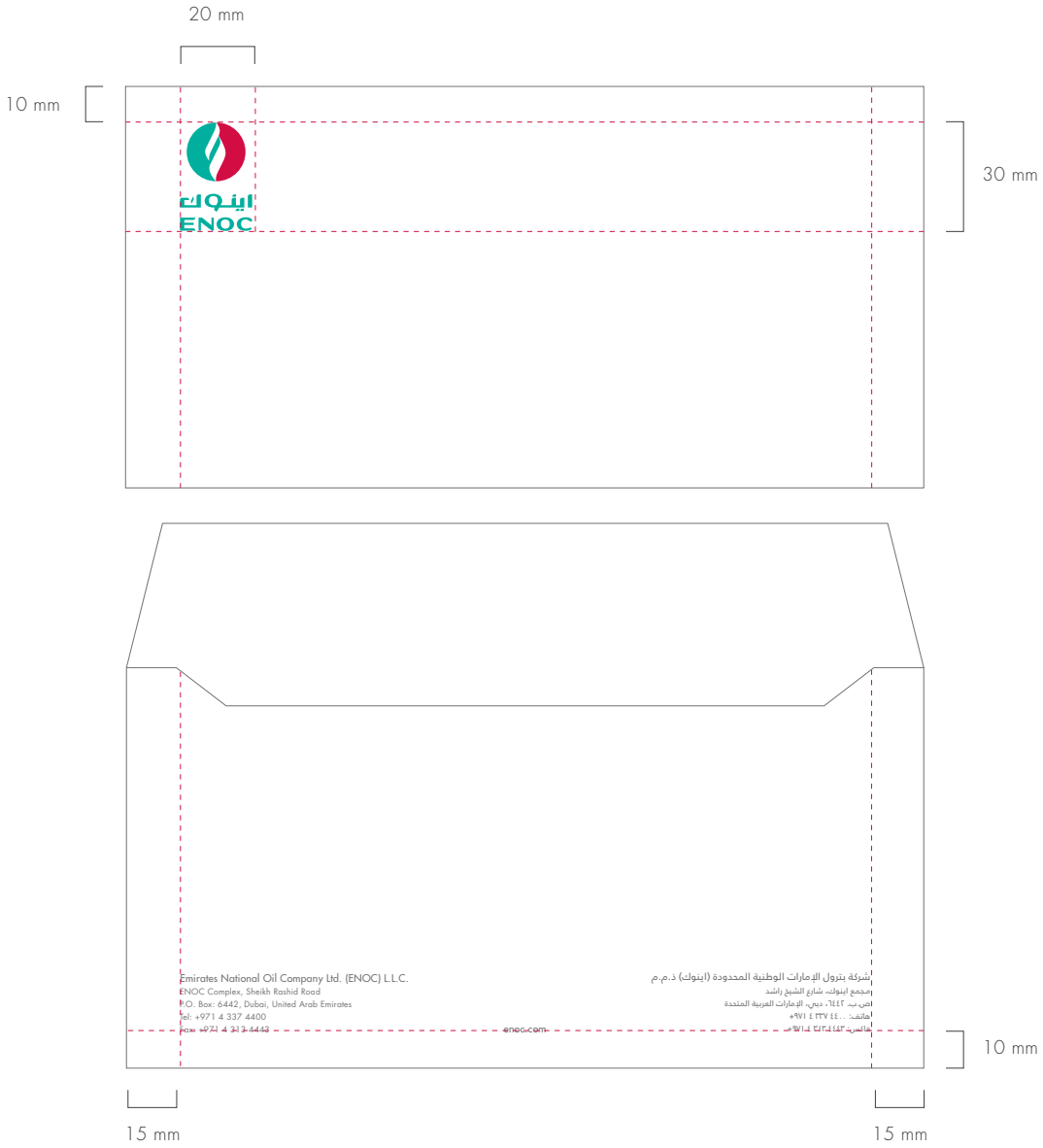
### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

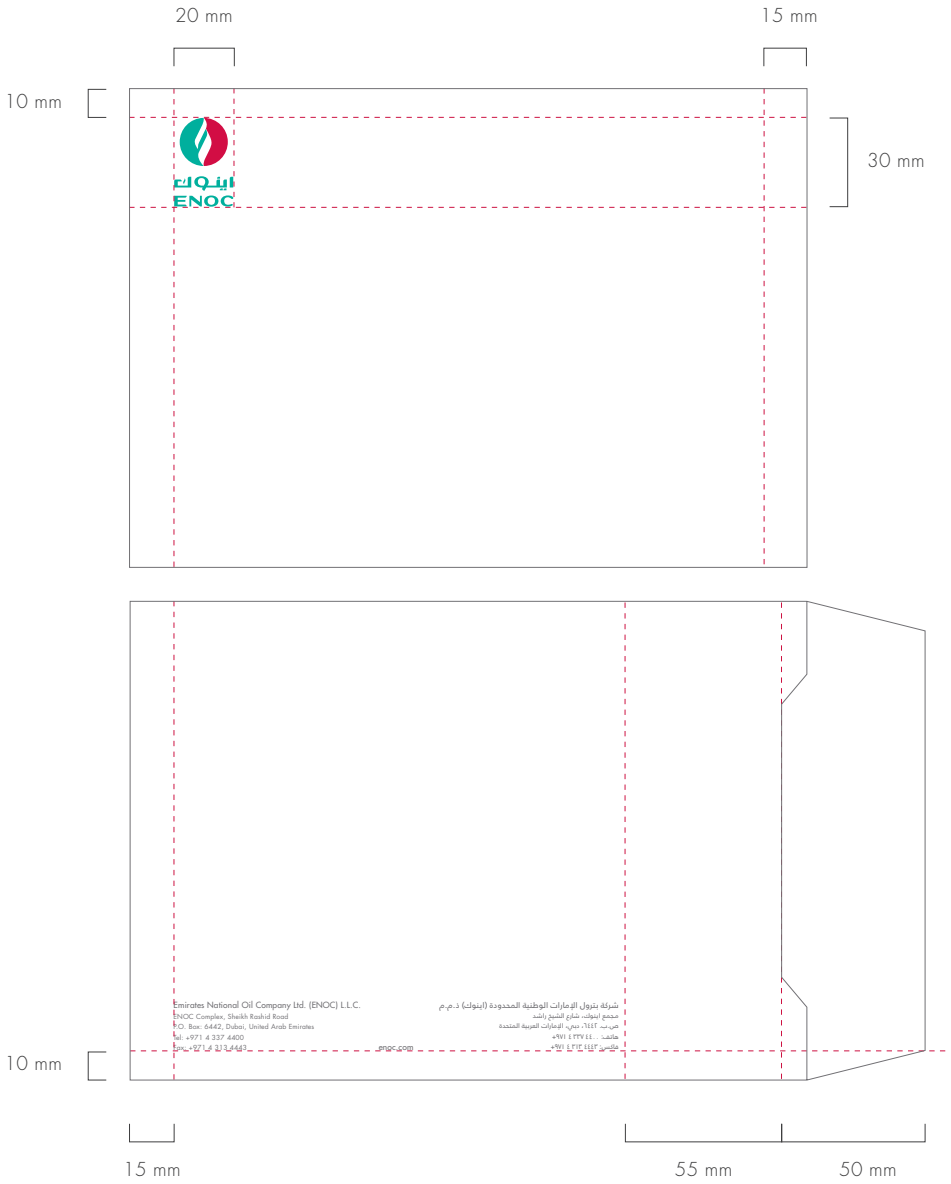
- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt



## C5 envelope

This is the preferred version of the C5 envelope. This format is suitable for an A4 sheet folded in half, or for an A5 sheet.

The margin for placement of the Arabic address on the back of the envelope is the width of the flap plus 5mm. This will ensure the address doesn't get covered when the flap is closed.




## Specifications

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

## C4 envelope

This is the preferred version of the C4 envelope that is suitable for A4 sheets or A3 sheets folded in half.

## Specifications

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

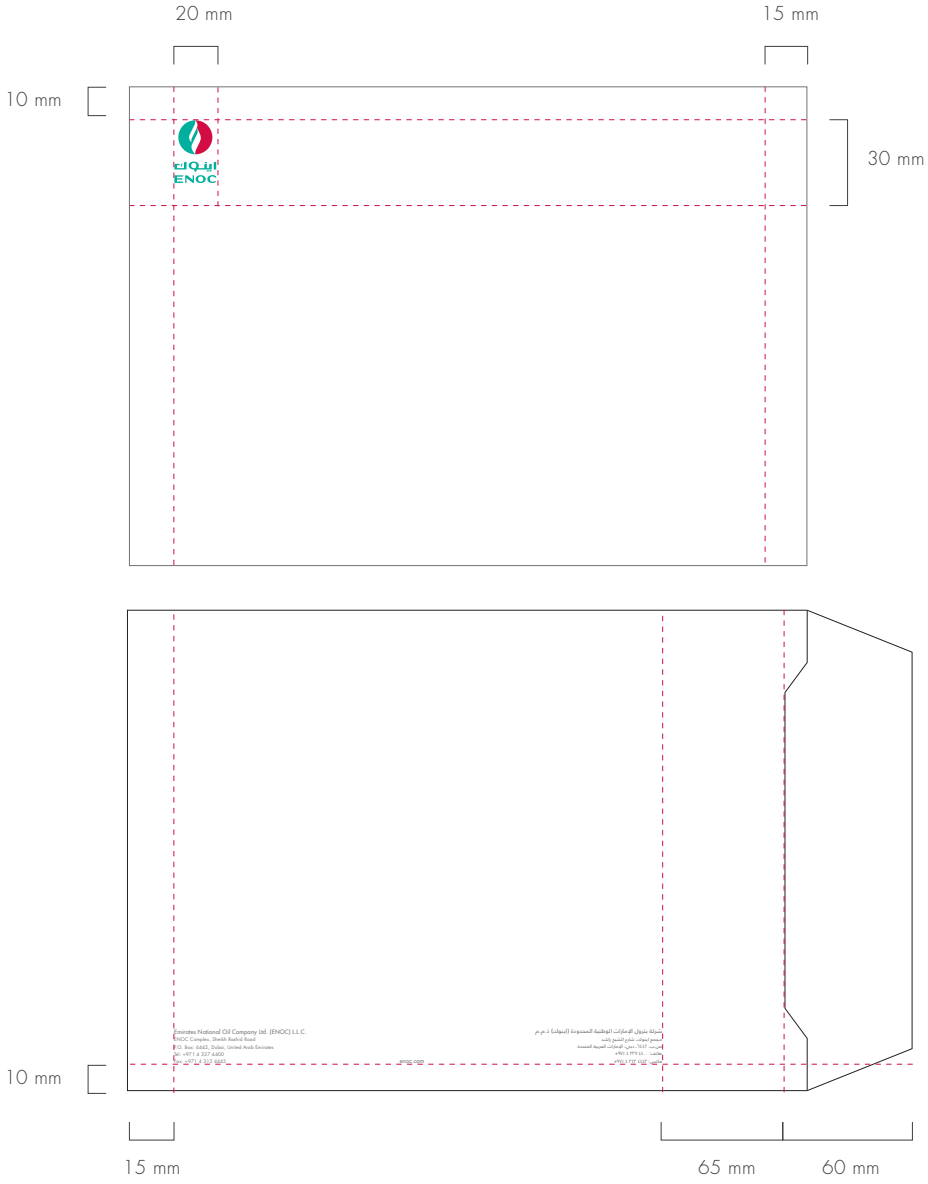
### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt



# Compliment Slip Stationery

## Compliment slip

This is the preferred version of the compliment slip.

## Specifications

### Size

- 200 mm (w) x 100 mm (h)

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Title

- English - Futura Book 12 pt
- Arabic - Frutiger LT Arabic 55 Roman 12 pt

# Faxhead & Telefax Sheet Stationery

C1.4

## Faxhead

The ENOC fax message should be used in this standard supplied format.

## Specifications

### Size

- A4

### Colour specification

- Black

### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

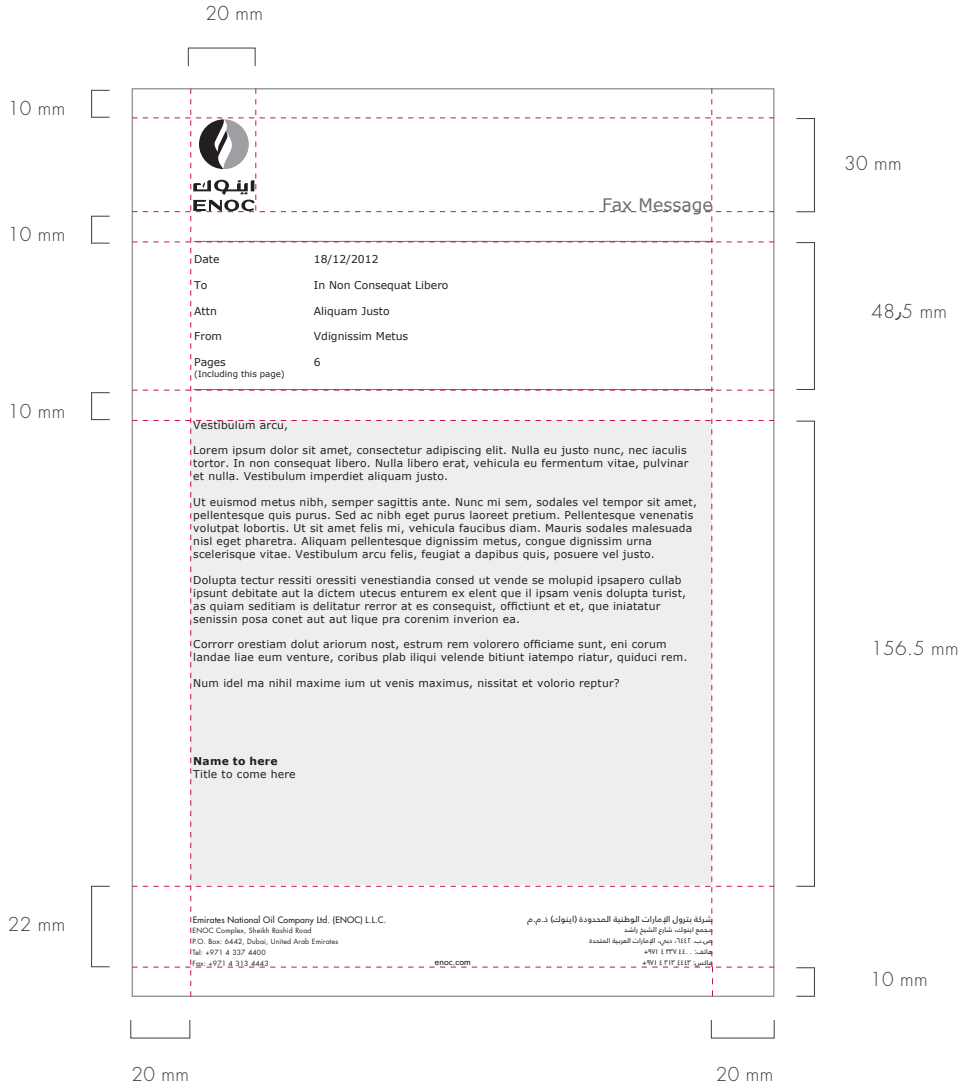
- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Title

- Verdana Regular 16 pt

Body copy

- Verdana Regular & Bold 10 pt


20 mm
10 mm
10 mm
10 mm
22 mm
30 mm
48,5 mm
156.5 mm
10 mm
20 mm
20 mm
ENOC
Fax Message
Date 18/12/2012
To In Non Consequat Libero
Attn Aliquam Justo
From Vdignissim Metus
Pages (Including this page) 6
Vestibulum arcu,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eu justo nunc, nec iaculis tortor. In non consequat libero. Nulla libero erat, vehicula eu fermentum vitae, pulvinar et nulla. Vestibulum imperdiet aliquam justo.
Ut euismod metus nibh, semper sagittis ante. Nunc mi sem, sodales vel tempor sit amet, pellentesque quis purus. Sed ac nibh eget purus laoreet pretium. Pellentesque venenatis volutpat lobortis. Ut sit amet felis mi, vehicula faucibus diam. Mauris sodales malesuada nisl eget pharetra. Aliquam pellentesque dignissim metus, congue dignissim urna scelerisque vitae. Vestibulum arcu felis, feugiat a dapibus quis, posuere vel justo.
Dolupta tectur ressiti oressiti venestiandia consed ut vende se molupid ipsapero cullab ipsunt debitate aut la dictem utecus enturem ex elent que il ipsam venis dolupta turist, as quiam seditiam is delitatur rerror at es consequist, offictiunt et et, que iniatatur senissin posa conet aut aut lique pra corenim inverion ea.
Corrorr orestiam dolut ariorum nost, estrum rem volorero officiame sunt, eni corum landae liae eum venture, coribus plab iliqui velende bitiunt iatempo riatur, quiduci rem.
Num idel ma nihil maxime ium ut venis maximus, nissitat et volorio reptur?
Name to here
Title to come here
Emirates National Oil Company Ltd. (ENOC) L.L.C.
ENOC Complex, Sheikh Rashid Road
P.O. Box: 6442, Dubai, United Arab Emirates
Tel: +971 4 337 4400
Fax: +971 4 313 4443
enoc.com
شركة بترول الإمارات الوطنية المحدودة (إينوك) ذ.م.م
مجمع إينوك، شارع الشيخ راشد
ص.ب: ٦٤٤٢، دبي، الإمارات العربية المتحدة
هاتف: ٤٤٣٧ ٤٠٠ ٩٧١+
فاكس: ٤٣١٣ ٤٤٣ ٩٧١+

## Memorandum

The ENOC memorandum should be used in this standard supplied format.

## Specifications

### Size

- A4

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

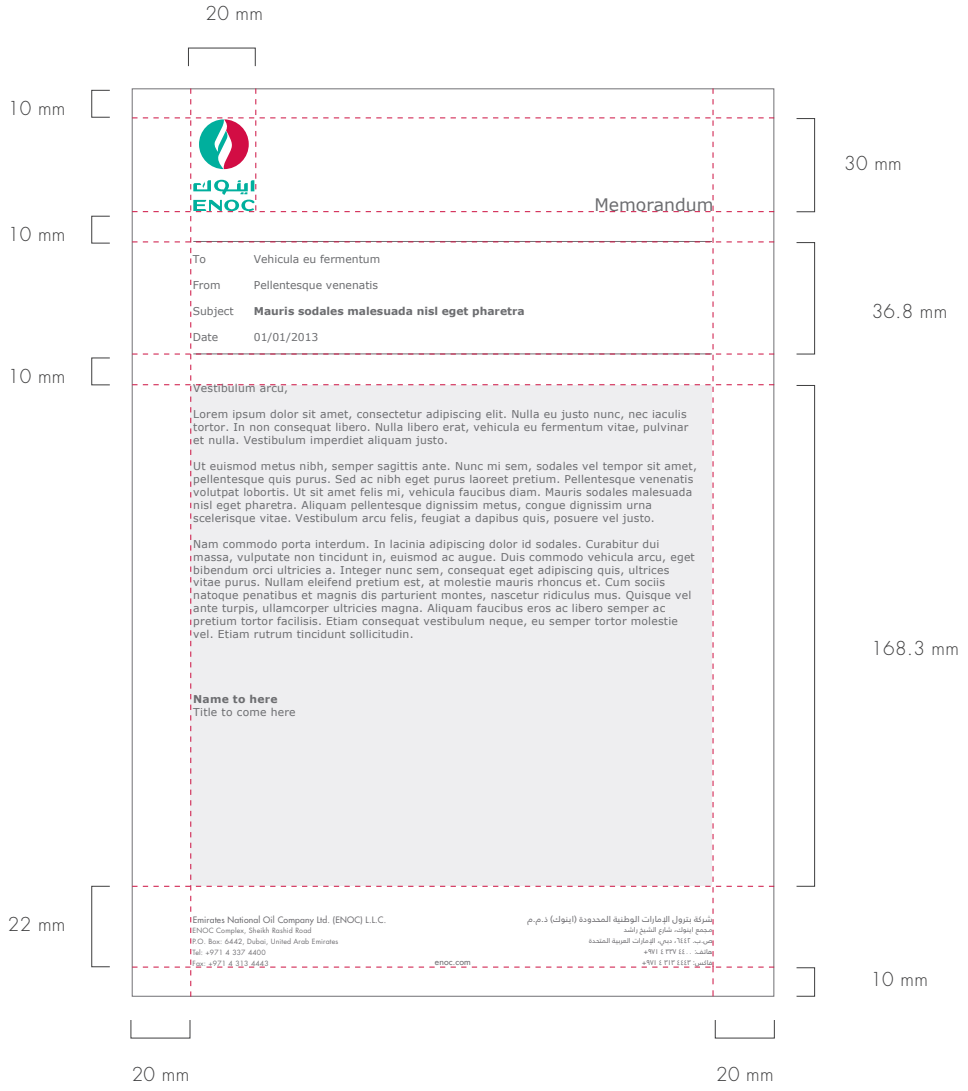
- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Title

- Verdana Regular 16 pt

Body copy

- Verdana Regular & Bold 10 pt


20 mm
10 mm
10 mm
10 mm
22 mm
30 mm
36.8 mm
168.3 mm
10 mm
20 mm
20 mm
ENOC
Memorandum
To Vehicula eu fermentum
From Pellentesque venenatis
Subject Mauris sodales malesuada nisl eget pharetra
Date 01/01/2013
Vestibulum arcu,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eu justo nunc, nec iaculis tortor. In non consequat libero. Nulla libero erat, vehicula eu fermentum vitae, pulvinar et nulla. Vestibulum imperdiet aliquam justo.
Ut euismod metus nibh, semper sagittis ante. Nunc mi sem, sodales vel tempor sit amet, pellentesque quis purus. Sed ac nibh eget purus laoreet pretium. Pellentesque venenatis volutpat lobortis. Ut sit amet felis mi, vehicula faucibus diam. Mauris sodales malesuada nisl eget pharetra. Aliquam pellentesque dignissim metus, congue dignissim urna scelerisque vitae. Vestibulum arcu felis, feugiat a dapibus quis, posuere vel justo.
Nam commodo porta interdum. In lacinia adipiscing dolor id sodales. Curabitur dui massa, vulputate non tincidunt in, euismod ac augue. Duis commodo vehicula arcu, eget bibendum orci ultricies a. Integer nunc sem, consequat eget adipiscing quis, ultrices vitae purus. Nullam eleifend pretium est, at molestie mauris rhoncus et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque vel ante turpis, ullamcorper ultricies magna. Aliquam faucibus eros ac libero semper ac pretium tortor facilisis. Etiam consequat vestibulum neque, eu semper tortor molestie vel. Etiam rutrum tincidunt sollicitudin.
Name to here
Title to come here
Emirates National Oil Company Ltd. (ENOC) L.L.C.
ENOC Complex, Sheikh Rashid Road
P.O. Box: 6442, Dubai, United Arab Emirates
Tel: +971 4 337 4400
Fax: +971 4 313 4443
enoc.com
شركة بترول الإمارات الوطنية المحدودة (إينوك) ذ.م.م
مجمع إينوك، شارع الشيخ راشد
ص.ب: ٦٤٤٢، دبي، الإمارات العربية المتحدة
هاتف: ٤٤ ٣٣٧ ٤ ٩٧١+
فاكس: ٤٤٣٣ ٣١٣ ٤ ٩٧١+

## Certificates

This is the preferred version of the ENOC certificate.

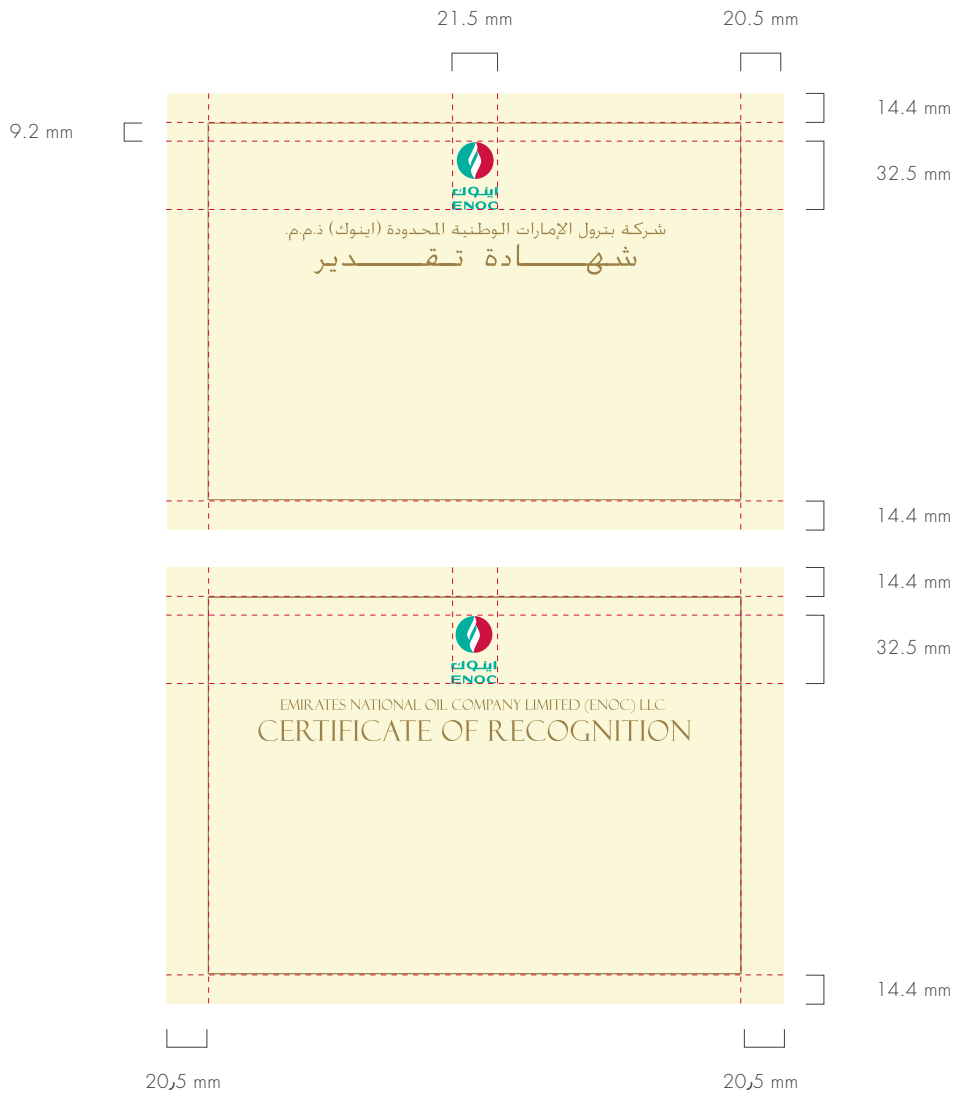
## Specifications

### Size

- A4

### Colour specification

- 3 (Pantone 3268, 200 & Gold)



## Employees expense report

The ENOC employees expense report should be used in this standard supplied A4 format.

## Specifications

### Size

- A4

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

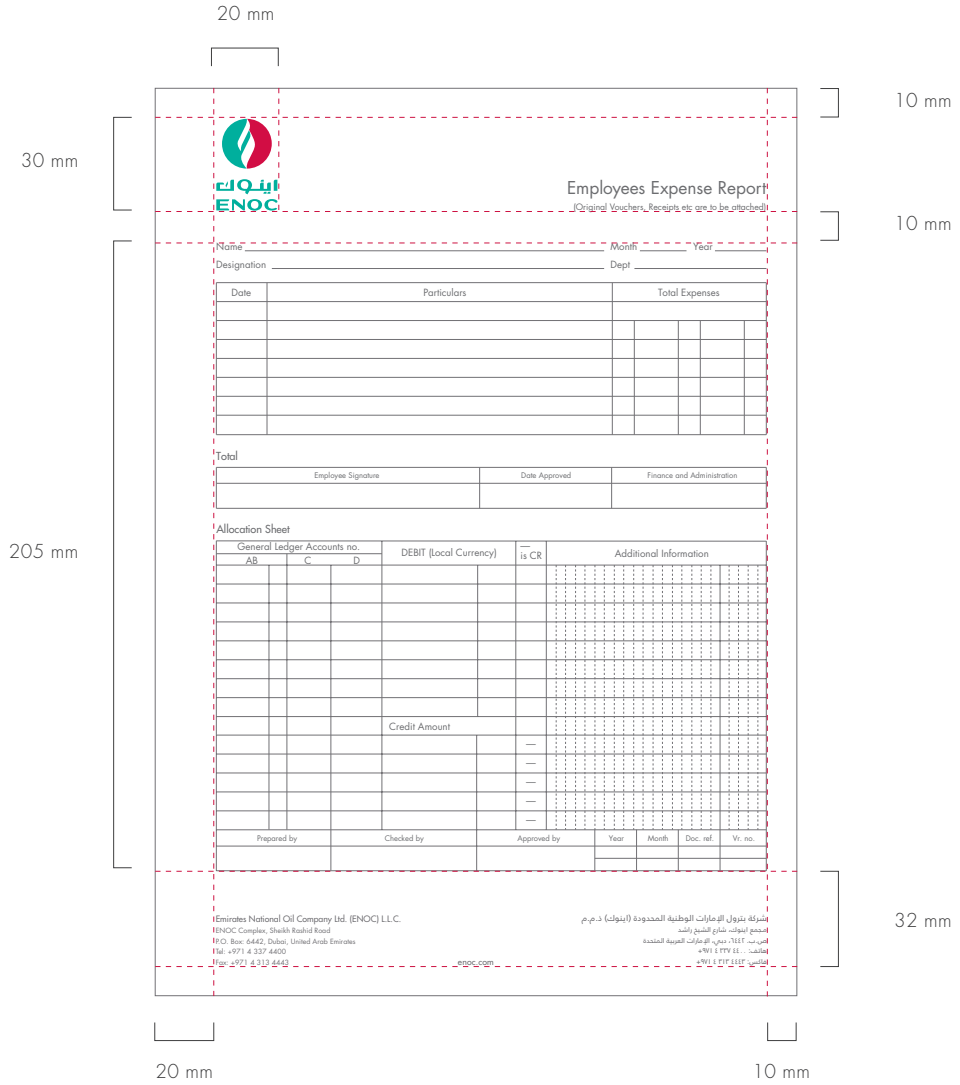
- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Title

- Futura Book 16 pt

Body copy

- Futura Book 9 pt



## Application for leave / absence report

The ENOC application for leave / absence report should be used in this standard supplied A4 format.

## Specifications

### Size

- A4

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name and website

- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

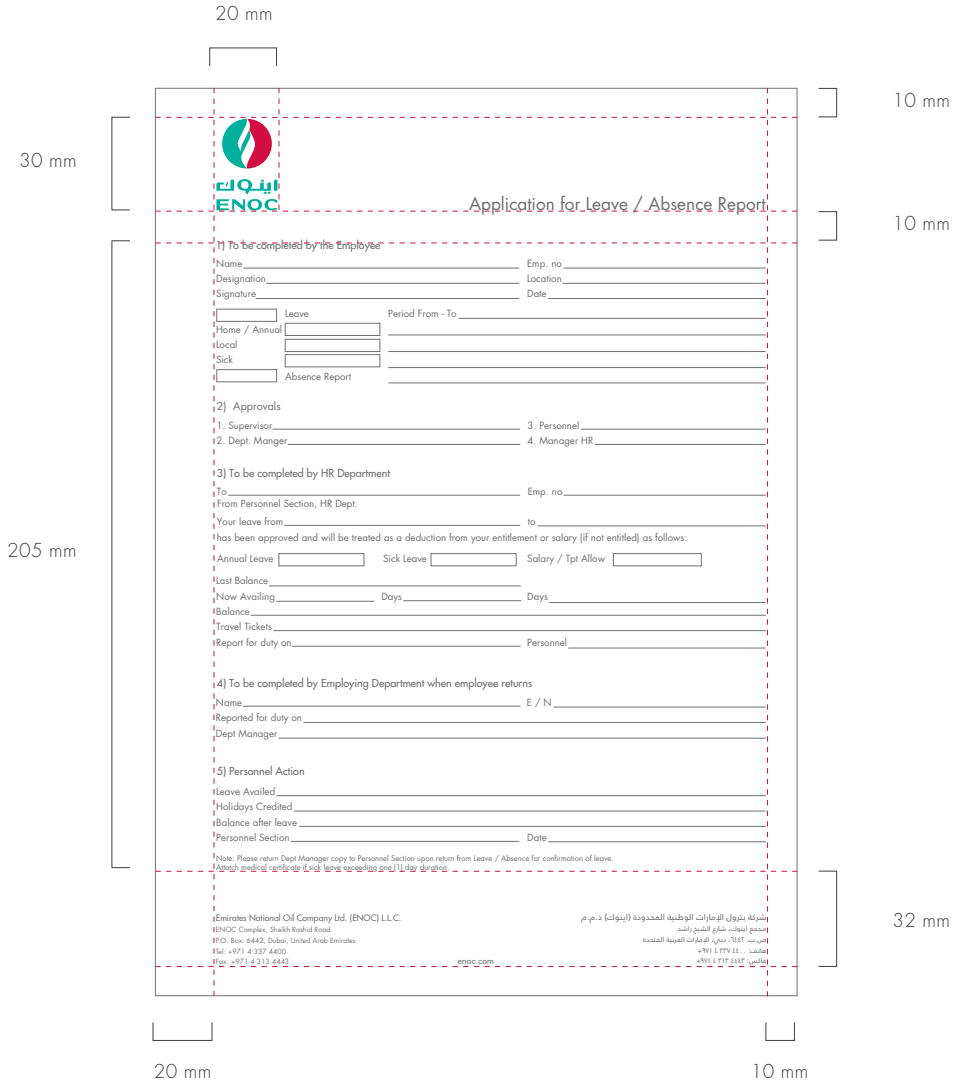
- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Title

- Futura Book 16 pt

Body copy

- Futura Book 9 pt



## Personnel request form

The ENOC personnel request form should be used in this standard supplied A5 format.

## Specifications

### Size

- A5

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name and website

- English - Futura Medium 7 pt
- Arabic - Frutiger LT Arabic 55 Roman 7 pt

Contact details

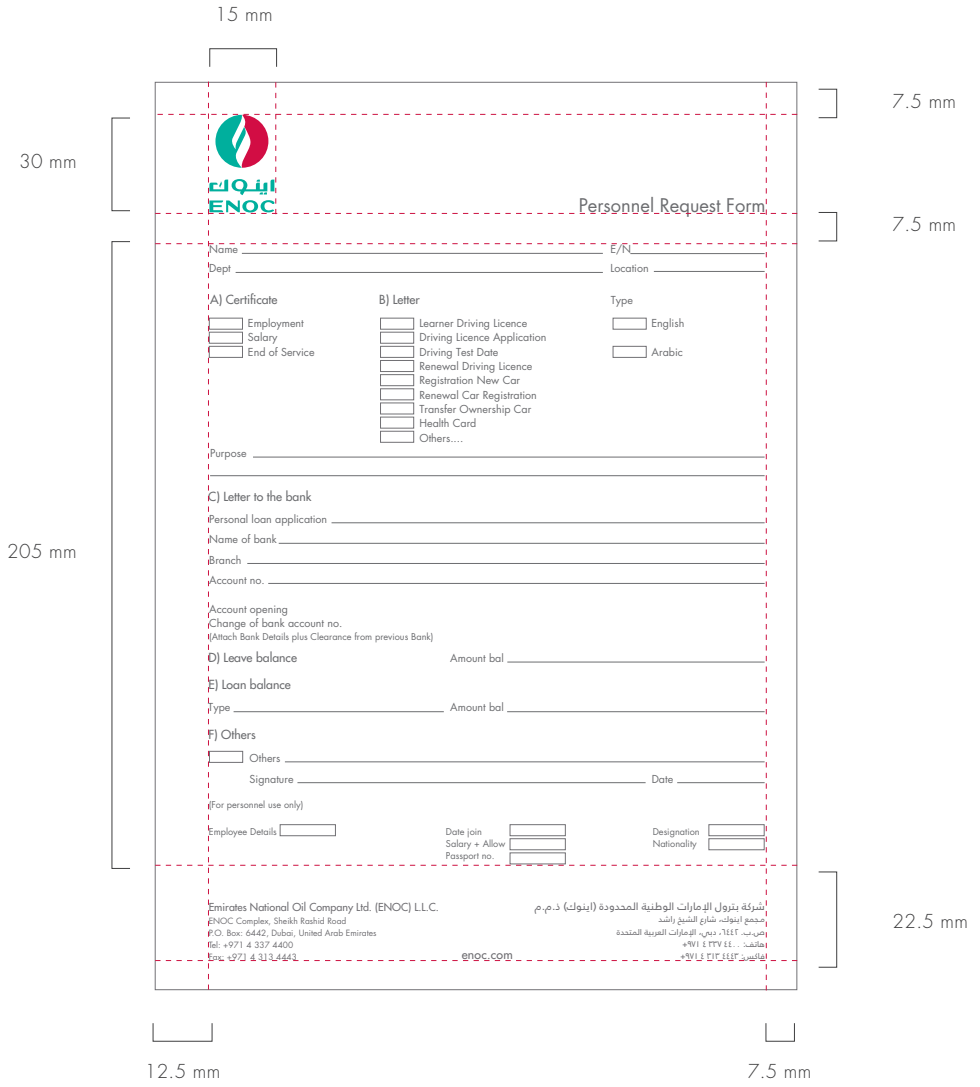
- English - Futura Book 5.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 5.5 pt

Title

- Futura Book 12 pt

Body copy

- Futura Book 7 pt



# Co-branded Stationery

## Letterhead

It is essential that the co-branded stationery maintain the brand representation efficiently.

## Specifications

### Size

- A4

### Colour specification

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name & website

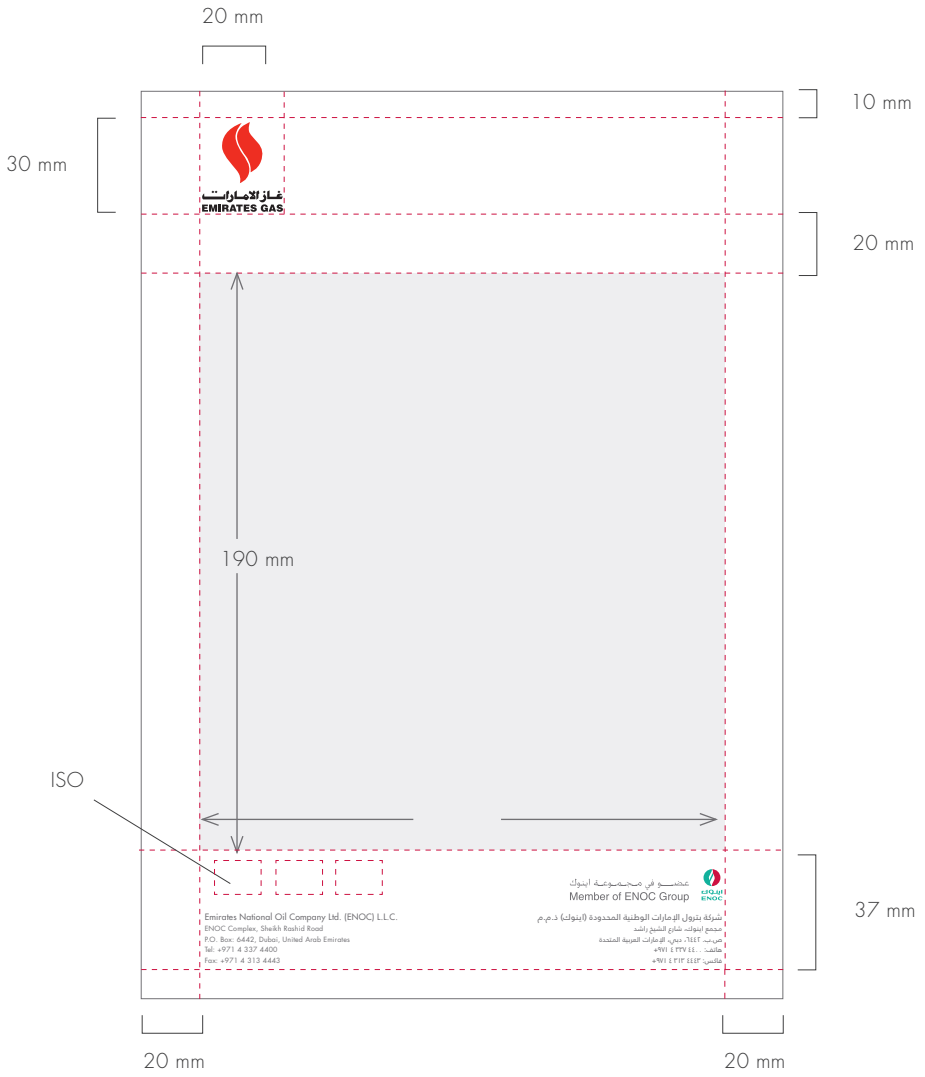
- English - Futura Medium 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 8 pt

Contact details

- English - Futura Book 6.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 6.5 pt

Body Copy

- Futura Medium & Light 10 pt
- Frutiger 55 Roman & 45 Light 10 pt



## Business cards

It is essential that the co-branded business cards maintain the brand representation efficiently.

## Specifications

### Size

- 85 mm (w) x 55 mm (h)

### Colour specification

- 3 + 3 (Pantone 3268, 200 & Cool Gray 11)

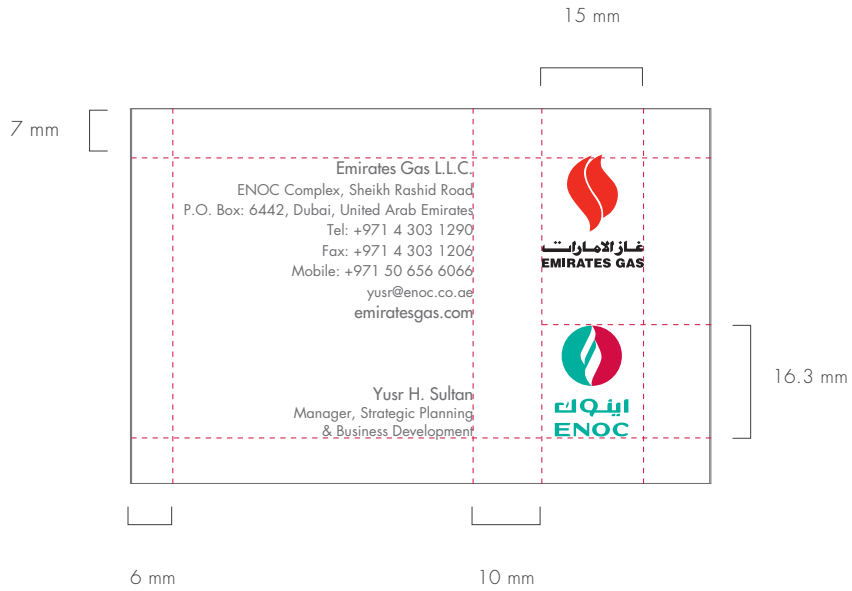
### Typefaces and fonts

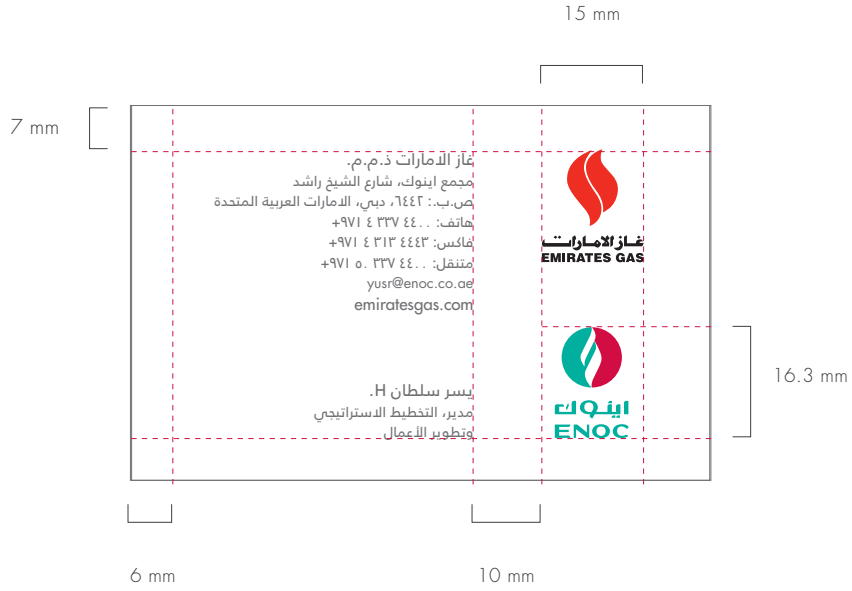
Company, person name & website

- English - Futura Medium 7 pt
- Arabic - Frutiger LT Arabic 55 Roman 7 pt

Contact details

- English - Futura Book 6 pt
- Arabic - Frutiger LT Arabic 55 Roman 6 pt



## Certificates

This is the preferred version of the ENOC certificates.

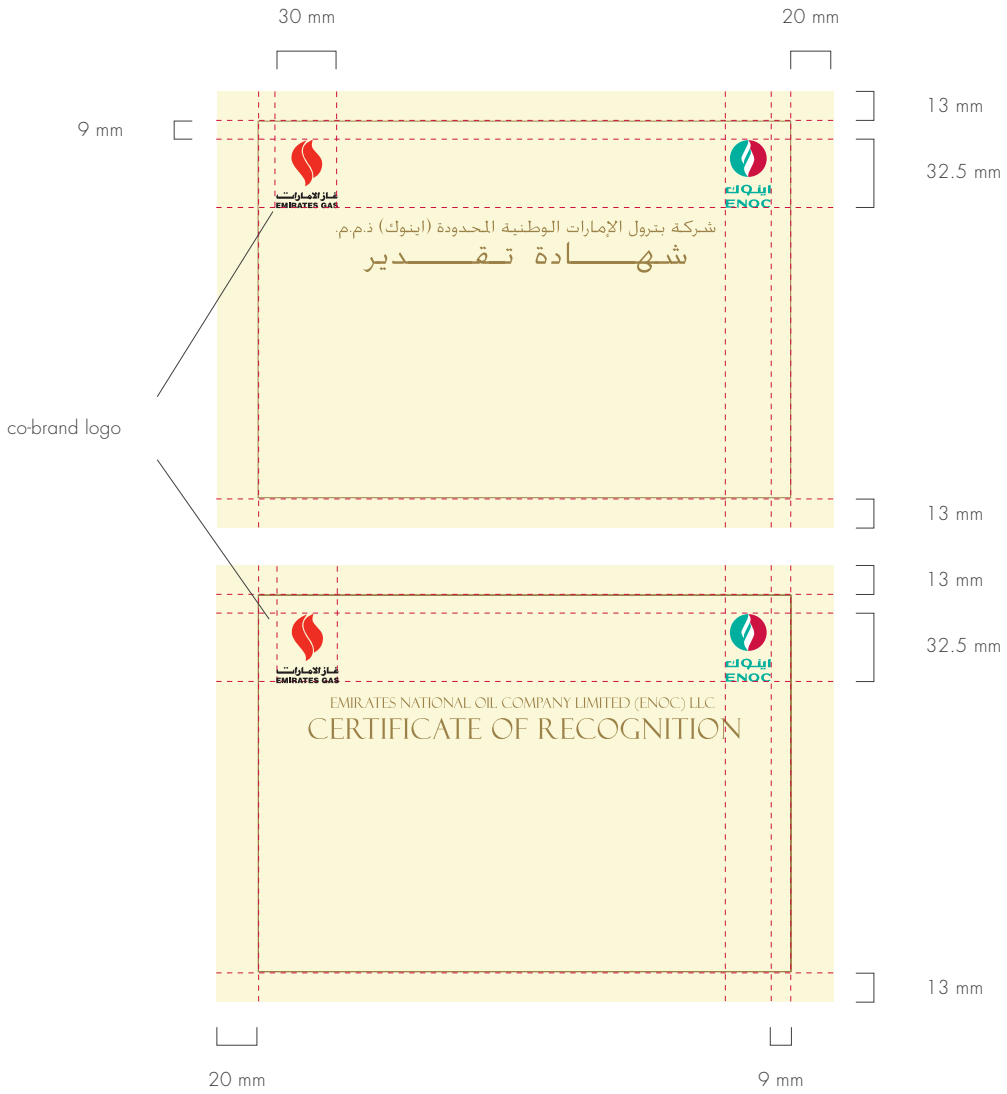
## Specifications

### Size

- A4

### Colour specification

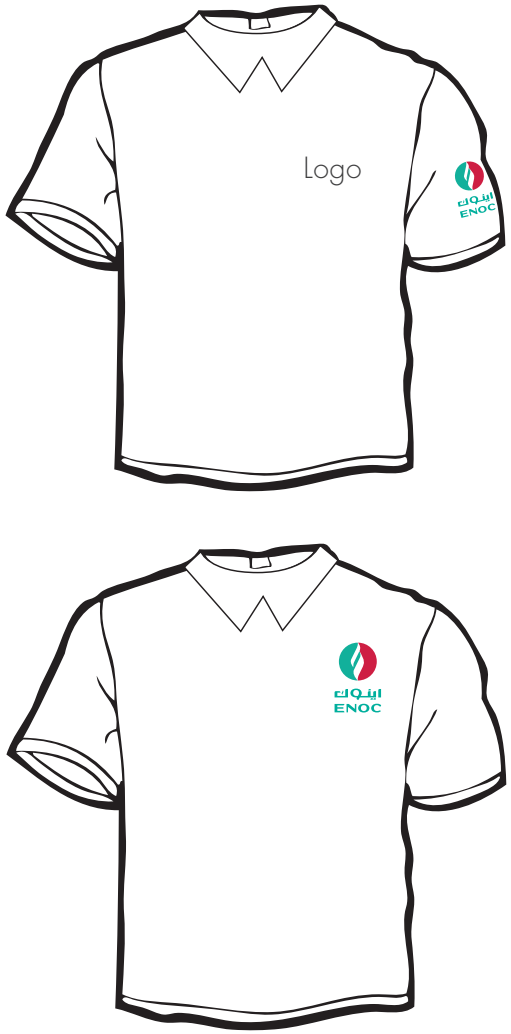
- 3 (Pantone 3268, 200 & Gold)



# Uniforms

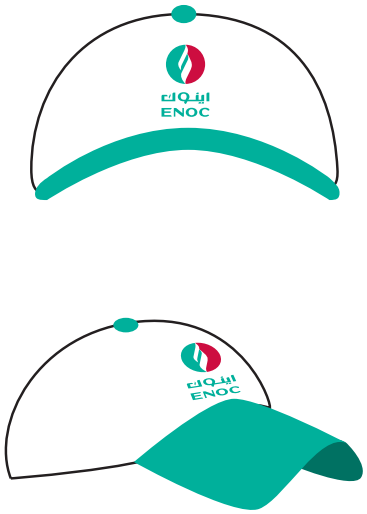
## Polo shirts

ENOC polo shirt templates come in two variations. The stand-alone ENOC branded polo shirt is distinguished by the ENOC logo appearing on the chest. A template for co-branding opportunities are also available with the ENOC logo appearing on the sleeve and the partner logo placed on the chest.




## Cap

Caps are always white, complemented by a fringe in ENOC green. Our logo appears centre front.




For full coloured garments use the reverse white logo.

## Overalls

For practicality's sake ENOC overalls are always green and never white. The full colour reverse logo appears on the pocket and the back of the overall. Trimmings such as pockets, lapels and the collar should be red to add contrast and visual appeal.

## Name tags

The following are examples of the name tags our staff members wear.

VULCAN
770X

# D. External Communication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اينوك
ENOC

enoc.com

# Campaign Graphics

## Overview

The following represents the key elements used in ENOC's current five-year marketing campaign.

### Campaign graphic

The campaign graphic serves as the core visual for the campaign. When used it should always be accompanied by the white logo lock-up device, transparent white website tab (as per this page), tagline lock-up (section B) and the campaign line, "Behind every successful journey."

### Logo device

The logo lock-up in the white band should only be used on campaign material. The logo properties remain the same as in section B.

### Website tab

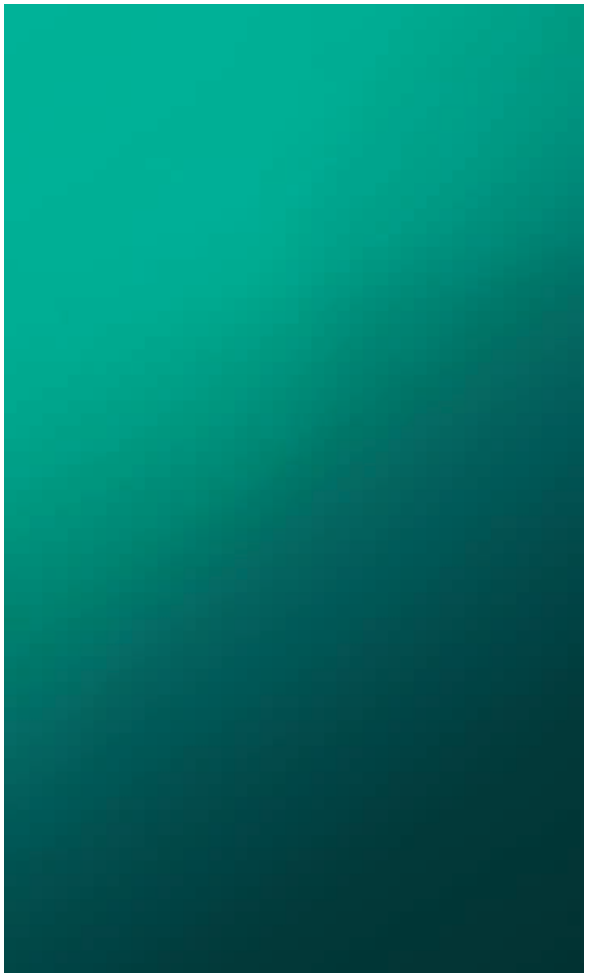
The website tab for campaign material should be 40% transparent white. For material that features the flame graphic and the ENOC green background the red website tab needs to be applied. The width of the website tab should match the width of the logo device. The rest of the properties and usage remain the same as with the red tab in section B.

## Graphic and background

The artwork contains two elements that may never be separated: 1) the globe and 2) the gradient based on ENOC green and the darker green from the secondary palette.

These graphics should never be recreated or used separately from one another.

The graphic: 3D globe



The background: ENOC green and dark green gradient

## Graphic and background

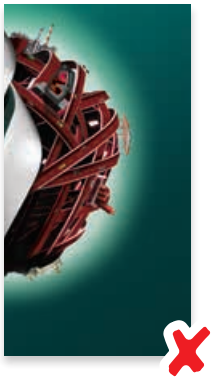
The campaign graphic is mainly used for external communication. It must always appear on the gradient background supplied in the artwork files to maintain consistency, aid in recognition of the campaign and to retain the impact of the visual.

## Graphic usage

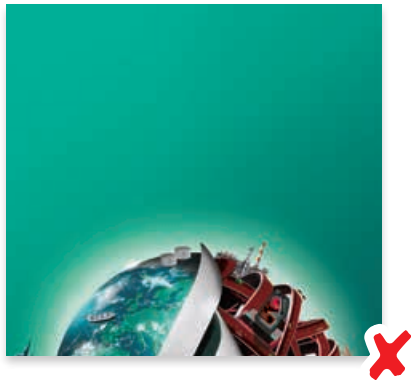
As the core focal point of all external communication, the campaign graphic has to be impactful and consistent across all collaterals. The following rules will help guide you to make sure that you use the graphic correctly.

Isolating the graphic

Using the graphic as a background



Cropping either section of the globe



Showing 40% of the graphic or less

# Advertising

# Advertising templates

Consistency is key to win over the human mind. Consistent advertising templates cement the ENOC brand in our consumers' subconscious and increase sales. You can use any of the advertising templates shown here when developing a new advertisement. With a selection of vertical and horizontal layouts you will find the ideal template to suit the publication and the advertisement size that you're aiming for.

اينوك
ENOC
Behind every successful journey
From Dubai to the world, ENOC provides the energy that drives phenomenal growth. Supporting with Oil, Gas, Refined Petroleum Products, Storage Facilities, Retail Service Stations, Aviation Fuel, Lubricants and Terminaling, we touch almost every facet of people's lives. Responsible, reliable, innovative and growing, we're the: Energy Partner of Choice.
SUPPLY, TRADING & PROCESSING
MARKETING
TERMINALS
RETAIL
enoc.com
Energy Partner of Choice

Vertical layout - English language

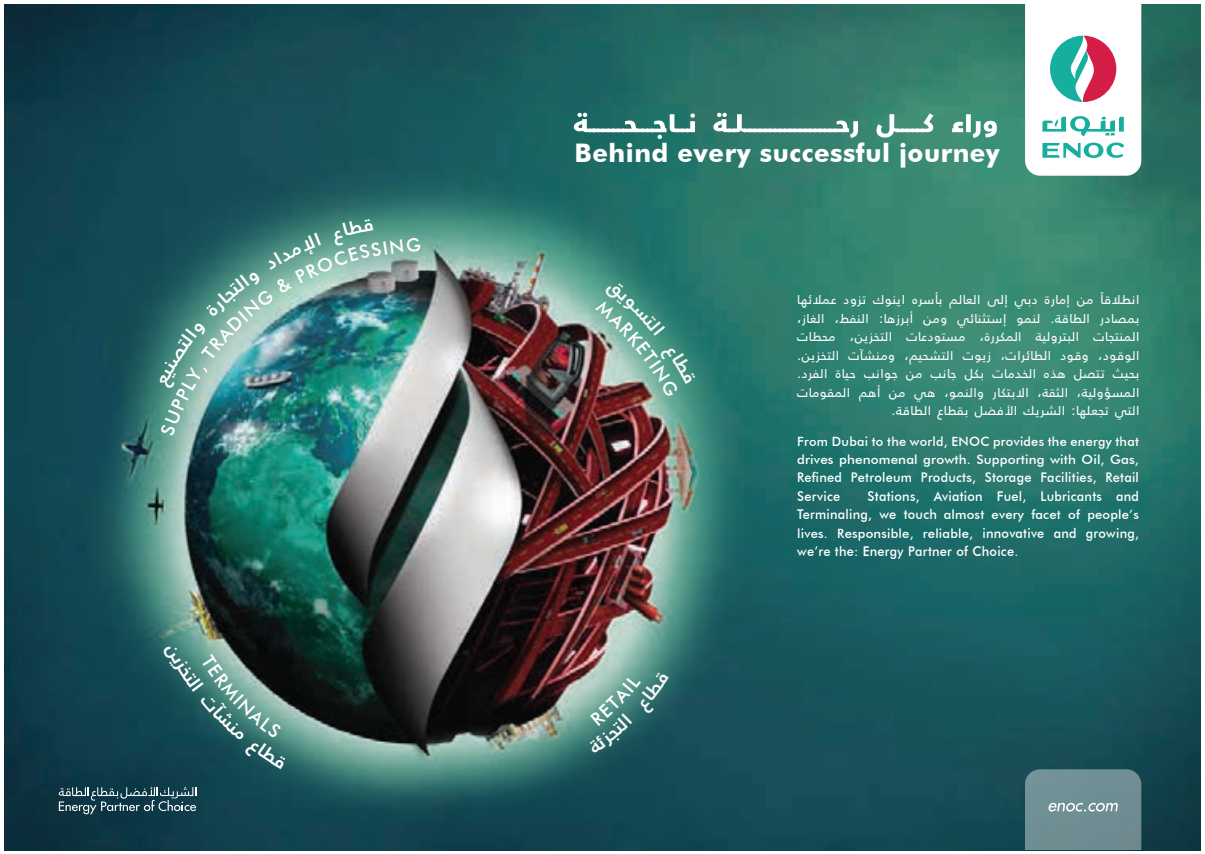
Vertical layout - Arabic language

ENOC
Behind every successful journey
From Dubai to the world, ENOC provides the energy that drives phenomenal growth. Supporting with Oil, Gas, Refined Petroleum Products, Storage Facilities, Retail Service Stations, Aviation Fuel, Lubricants and Terminaling, we touch almost every facet of people's lives. Responsible, reliable, innovative and growing, we're the: Energy Partner of Choice.
SUPPLY, TRADING & PROCESSING
MARKETING
TERMINALS
RETAIL
enoc.com
Energy Partner of Choice

Horizontal layout - English language

Horizontal layout - Arabic language

# Press Ad Advertising

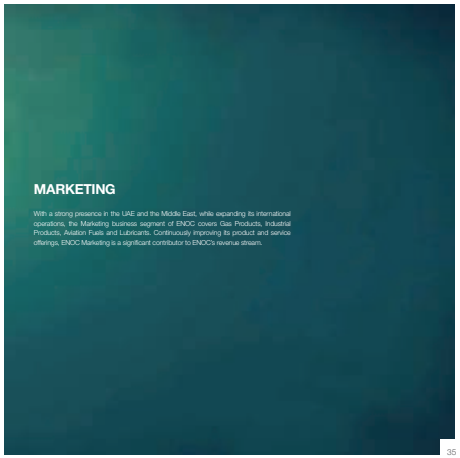


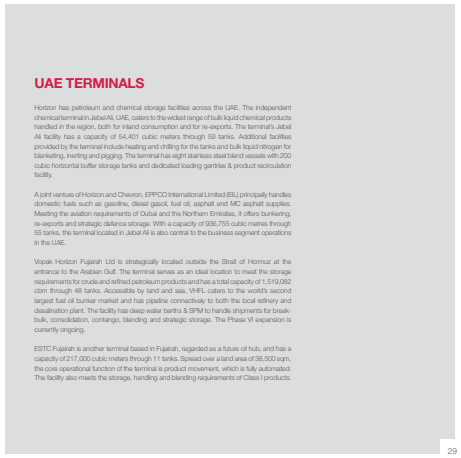

Horizontal layout - dual language

Vertical layout - dual language

## Covers

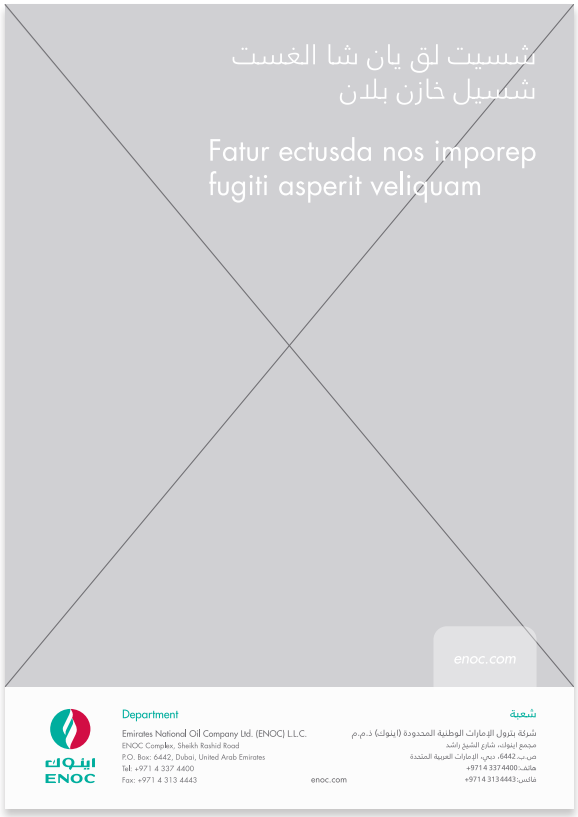
Follow this example when developing brochure covers.


MARKETING
With a strong presence in the UAE and the Middle East, while expanding its international operations, the Marketing business segment of ENOC covers Gas Products, Industrial Products, Aviation Fuels and Lubricants. Continuously improving its product and service offerings, ENOC Marketing is a significant contributor to ENOC's revenue stream.


UAE TERMINALS
Horizon has petroleum and chemical storage facilities across the UAE. The independent chemical terminal in Jebel Ali, UAE, caters to the widest range of bulk liquid chemical products handled in the region, both for inland consumption and for re-exports. The terminal's Jebel Ali facility has a capacity of 54,401 cubic meters through 59 tanks. Additional facilities provided by the terminal include heating and chilling for the tanks and bulk liquid nitrogen for blanketing, inerting and pigging. The terminal has eight stainless steel blend vessels with 200 cubic horizontal buffer storage tanks and dedicated loading gantries & product recirculation facility.
A joint ventures of Horizon and Chevron, EPPCO International Limited (EIL) principally handles domestic fuels such as gasoline, diesel gasoil, fuel oil, asphalt and MC asphalt supplies. Meeting the aviation requirements of Dubai and the Northern Emirates, it offers bunkering, re-exports and strategic defence storage. With a capacity of 936,755 cubic metres through 55 tanks, the terminal located in Jebel Ali is also central to the business segment operations in the UAE.
Vopak Horizon Fujairah Ltd is strategically located outside the Strait of Hormuz at the entrance to the Arabian Gulf. The terminal serves as an ideal location to meet the storage requirements for crude and refined petroleum products and has a total capacity of 1,519,082 cbm through 48 tanks. Accessible by land and sea, VHFL caters to the world's second largest fuel oil bunker market and has pipeline connectivity to both the local refinery and desalination plant. The facility has deep water berths & SPM to handle shipments for break-bulk, consolidation, contango, blending and strategic storage. The Phase VI expansion is currently ongoing.
ESTC Fujairah is another terminal based in Fujairah, regarded as a future oil hub, and has a capacity of 217,000 cubic meters through 11 tanks. Spread over a land area of 38,500 sqm, the core operational function of the terminal is product movement, which is fully automated. The facility also meets the storage, handling and blending requirements of Class I products.

Inner pages

With two templates to choose from, you can easily keep posters looking consistent, whilst finding the flexibility you need to create impact.




Standard poster template

Fatur ectusda nos
imporep et fugiti
شسيت لق يان شا
شسيل خازن بلان
enoc.com
الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice
Emirates National Oil Company Ltd.
(ENOC) L.L.C.
ENOC Complex, Sheikh Rashid Road
P.O. Box: 6442, Dubai, United Arab Emirates
Tel: +971 4 337 4400
Fax: +971 4 313 4443
شركة بترول الإمارات الوطنية المحدودة
(اينوك) ذ.م.م
مجمع اينوك، شارع الشيخ راشد
ص.ب. ٦٤٤٢، دبي، الإمارات العربية المتحدة
هاتف: ٤٤٠٠ ٣٣٧ ٤ ٩٧١+
فاكس: ٤٤٤٣ ٣١٣ ٤ ٩٧١+

Campaign poster template

## Version 1

The ENOC poster should be used in this standard supplied A3 format.

## Specifications

### Colour Specifications

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Department

- English - Futura Medium 12 pt
- Arabic - Frutiger LT Arabic 55 Bold 12 pt

Company name & website

- English - Futura Medium 9 pt
- Arabic - Frutiger LT Arabic 55 Bold 9 pt

Contact details

- English - Futura Book 7.5 pt
- Arabic - Frutiger LT Arabic 55 Roman 7.5 pt

Title

- English - Futura Book 30 pt
- Arabic - Frutiger LT Arabic 55 Roman 30 pt

## Version 2

The ENOC poster should be used in this standard supplied A3 format.

## Specifications

### Colour Specifications

- 3 (Pantone 3268, 200 & Cool Gray 11)

### Typefaces and fonts

Company name & website

- English - Futura Medium 10 pt
- Arabic - Frutiger LT Arabic 55 Bold 10 pt

Contact details

- English - Futura Book 8 pt
- Arabic - Frutiger LT Arabic 55 Roman 10 pt

Title

- English - Futura Book 30 pt
- Arabic - Frutiger LT Arabic 55 Roman 30 pt

## English example

Containing crucial information about ENOC, the fact sheet is an important extension of our brand material. Notice how the page incorporates our core colour, as well as the striking graphic and logo lock-up from our current campaign.

Use this as inspiration when developing any fact-heavy documents.

- Make sure it does not depart from the brand
- Do not use external colours
- Use typography treatment as mentioned in section B
- Do not clutter the layout
- Do not neglect the tagline
- Either reduce content, expand format, or increase pages to avoid cluttered layouts

ENOC
الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice
Fact Sheet
Who We Are
ENOC is effectively wholly owned by the Investment Corporation of Dubai ("ICD"), an entity wholly owned by the Government of Dubai. The Company was incorporated with limited liability in the Emirate of Dubai in April 1993 and its registered office is P.O. Box 6442, Dubai, United Arab Emirates.
Since its establishment in 1993, ENOC has made significant progress in meeting its overall objectives and currently predicates in an increasingly broad range of business ventures. ENOC's first subsidiary commenced operations way back in 1973. ENOC owns directly and indirectly more than twenty subsidiaries.
The Group operates through five business segments:
Supply, Trading & Processing – condensate and gas processing and oil trading;
Terminals - Storage for various petroleum and chemical products;
Marketing – Marketing of aviation fuel, lubes, chemicals and industrials products;
Retail - Retailing fuel and non-fuel services at retail stations; and
Exploration & Production - Development and production of oil and gas.
ENOC provides the energy behind Dubai's phenomenal growth. The Group touches almost every facet of the Emirate's development and puts its name firmly on the overseas arena. Responsible, reliable, innovative and progressive, ENOC is the 'Energy Partner of Choice'.
enoc.com
Management
Chairing ENOC's Board is His highness Sheikh Hamdan Bin Rashid Al Maktoum, Chairman, Deputy Ruler of Dubai and the UAE Minister of Finance.
Head Office
ENOC is headquartered in the ENOC Complex, located in the heart of Dubai, U.A.E.
Corporate Brand
ENOC operates with the ENOC logo as its main brand identity.
Staff
ENOC has over 7,000 employees across 30 subsidiaries.
Products & Services
The ENOC Group of Companies provides a diversified range of products and services. It distributes and trades in various products such as LPG, naphtha, jet fuel, diesel, marine diesel, branded automotive and industrial lubricants, asphalt, gasoline, destenched butane, propane gas aerosol propellant, kerosene, methanol, crude oil and fuel oil.
Other services include aircraft refuelling operations, petroleum products and chemicals trading, sales support and independent storage and handling of petroleum products, ship management and chartering services, leasing product storage tanks to bulk customers, technical assistance in planning of LPG storage
facilities, high and low flash tankage, nitrogen facilities, broad-base blending, drumming, decanting, container stuffing/destuffing, molecular filtration, manufacture of LPG cylinders, tanks and pressure vessels, structural fabrication and in-plant pipe laying, shells for dissolved acetylene gas and refrigerant gas cylinders, steel fabrication, chlorine tonners, bulk ISO containers and IT hardware, software, service and support.
Contacts
Dubai - Tel. (Switchboard: +971 4 337 44 00
Brand and Corporate Communications Management
Tel. No: +971 4 313 4701
Fax No: +971 4 313 4702
webmaster@enoc.com

Fact Sheet
ENOC
WHO WE ARE
ENOC is effectively wholly owned by the Investment Corporation of Dubai, an entity under the Government of Dubai. Since its establishment in 1993, ENOC has made significant progress and now handles a diverse business portfolio spanning the development and production of oil and gas; production and selling of petrochemicals; marketing and retailing of petroleum products; oil trading, terminalling and storage; aviation fuel and lubricants marketing, and various oil-related shipping activities. In addition, it participates in an increasingly broad range of business ventures with major international companies that allow both partners to pool their technology, expertise and resources to further commercial success.
ENOC operates through five business segments, namely:
• Supply, Trading & Processing – Condensate and gas processing, and oil trading
• Terminals – Storage for various petroleum and chemical products
• Marketing – Marketing of aviation fuel, lubricants, chemicals and industrial products
• Retail – Retailing fuel and nonfuel services at service stations
• Other Ventures & Investments – Includes investments and ventures in various business activities
As the energy behind Dubai's phenomenal growth, ENOC touches almost every facet of the emirate's development and has put its name firmly on the overseas arena. Responsible, reliable, innovative and progressive, ENOC is the "Energy Partner of Choice."
MANAGEMENT
Chairing ENOC's Board is His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Chairman, Deputy Ruler of Dubai and the UAE Minister of Finance.
ENOC's Vice Chairman is His Excellency Ahmed Humaid Al Tayer. The company is directed by Chief Executive Officer Saeed Abdullah Khoory.
HEAD OFFICE
ENOC is headquartered in the ENOC Complex, located in the heart of Dubai, U.A.E.
CORPORATE BRAND
ENOC operates with the ENOC logo as its main brand identity.
CORPORATE SOCIAL RESPONSIBILITY
Corporate Social Responsibility (CSR) is a core purpose and value at ENOC. All companies are committed to upholding the highest CSR standards while conducting business and are encouraged to give back to the community. ENOC aims to inspire people to engage, develop and learn to build a healthy, educated and socially-responsible community.
• COMMUNITY: ENOC aims to be a positive and productive member of the community as a business, as an employer and as a corporate citizen.
• WORKPLACE: ENOC enhances the work-life balance of employees through initiatives encompassing cultural awareness, health awareness and other programs designed to recruit and retain top talent.
• ENVIRONMENT / PUBLIC HEALTH: ENOC is a strong participant in sustainable development initiatives, and encourages its employees, associates, and customers to practice an environmentally friendly way of conducting business. By being at the forefront of numerous awareness campaigns, it gathers public understanding and support for issues that affect the health and well-being of the community.
• ENGAGEMENT: The company has established ENOC Tarabut, an internal movement designed to engage and encourage employees to volunteer in community development programs and socially responsible activities, all aimed at creating a healthier, and more socially-responsible community.
STAFF
ENOC has over 7,000 employees across 31 subsidiaries.
EXPLORATION & PRODUCTION
ENOC owns 53% of Dragon Oil's ordinary share capital, an international oil and gas exploration, development and production company that has primary listings on the London and Dublin Stock Exchanges.
PRODUCTS & SERVICES
ENOC provides a diversified range of products and services. It distributes and trades in various products such as LPG, naphtha, jet fuel, diesel, marine diesel, automotive and industrial lubricants, asphalt, gasoline, destenched butane, propane, gas aerosol propellant, kerosene, methanol, crude oil and fuel oil.
Other services include aircraft refueling operations, petroleum products trading, independent storage and handling of petroleum products, leasing product storage tanks to bulk customers, technical assistance in planning of LPG storage facilities, high and low flash tankage, nitrogen facilities, broad-base blending, drumming decanting, container stuffing/destuffing, molecular filtration, tanks and pressure vessels, structural fabrication and in-plant pipe laying, shells for dissolved acetylene gas and refrigerant gas cylinders, steel fabrication, chlorine tonners, bulk ISO containers, and IT hardware, software, service and support.
CONTACTS
Dubai - Tel. (Switchboard): +971 4 337 4400
Brand and Corporate Communications Management
Tel. No: +971 4 313 4701
Fax No: +971 4 313 4702
webmaster@enoc.com
www.enoc.com

## Arabic example

Containing crucial information about ENOC, the fact sheet is an important extension of our brand material. Notice how the page incorporates our core colour, as well as the striking graphic and logo lock-up from our current campaign.

ينوك
ENOC

الشريك الأفضل بقطاع الطاقة
Energy Partner of Choice

النشـرة

**"اينوك" في سطور**

تعتبر "شركة بترول الإمارات الوطنية" (اينوك) مملوكة بالكامل لـ "مؤسسة دبي للاستثمار" المملوكة بدورها لحكومة دبي. وقد تأسيسها في عام ١٩٧٢، أجرت "اينوك" تقدما ملحوظا في تحقيق أهدافها العامة، وهي تزاول أعمالها حاليا من مجموعة واسعة ومتنوعة من مشاريع تطوير وإنتاج النفط والغاز، وإنتاج وبيع المواد البتروكيميائية؛ وعمليات تسويق وتجارة المنتجات النفطية؛ وتخزين ونقل وتجارة النفط؛ وتسويق وقود وزيوت الطائرات، فضلا عن مختلف أنشطة الشحن الخاصة بالنفط وتتعاون "اينوك" مع كبرى الشركات العالمية في مجموعة واسعة من المشاريع المشتركة بما يضع كافة الشركاء القدرة على دعم إمكاناتهم النفطية، وتعزيزهم وموارده لتحقيق المزيد من النجاح التجاري.

**وتعمل المجموعة في خمسة قطاعات أساسية هي:**

قطاع الإمداد والتجارة والتصنيع: وذلك بمعالجة مكثفات الغاز والغاز الطبيعي وتجارة النفط.

قطاع عمليات التخزين: تخزين مختلف المنتجات النفطية والكيميائية.

قطاع التسويق: تسويق منتجات وقود الطيران، والزيوت التشحيم، والمواد الكيميائية والصناعية.

قطاع التجزئة: تقديم الخدمات عبر المرتبطة بالوقود في محطات البيع بالتجزئة التابعة للمجموعة.

قطاع المشاريع والاستثمارات الأخرى: يتضمن استثمارات وشركات مشاركة في أنشطة تجارية متنوعة. وتوفر "اينوك" الطاقة اللازمة لتعدية النمو الهائل في دبي، حيث يعتبر المجموعة تقريباً مثل

واحد من جوانب التنمية في الإمارة. وتعمل على تأسيس مكانة متميزة لها على الساحة الدولية. وتعتبر "اينوك" "الشريك الأفضل بقطاع الطاقة" نظرا لتمتعها بالمسؤولية والثقة والابتكار والتقدم.

**الإدارة**

يرأس مجلس إدارة "اينوك" سمو الشيخ حمدان بن راشد آل مكتوم، نائب حاكم دبي وزير المالية رئيس بلدية دبي.

ويشغل سعادة أحمد حميد الطاير منصب نائب رئيس مجلس إدارة "اينوك". ويدير الشركة الرئيس التنفيذي سعيد عبد الله خوري.

**المقر الرئيسي**

يقع مقر "اينوك" الرئيسي في مجمع "اينوك" الضخم في قلب مدينة دبي بدولة الإمارات العربية المتحدة.

**شعار وعلامة الشركة**

تعمل الشركة تحت شعار "اينوك" الذي تتخذه رمزا رئيسيا لعلامتها التجارية.

**المسؤولية الاجتماعية للشركة**

تعدّ المسؤولية الاجتماعية هدفاً رئيسياً وقيمة أساسية بالنسبة لـ"اينوك"، حيث تلتزم جميع الشركات التابعة لها بتطبيق أعلى معايير المسؤولية الاجتماعية عند مزاولة أعمالها. وتدعم تشجيعها دائما على رد الجميل إلى المجتمع على كافة الأصعدة الاجتماعية والبيئية والاقتصادية. وتسعى "اينوك" إلى تشجيع الناس للمشاركة في تطوير والنهوض المهارات التي تسهم في بناء مجتمع مسؤول على كافة الأصعدة الصحية والتعليمية والاجتماعية.

**الموظفون/ الطاقم**

يعمل لدى "اينوك" ما يزيد على ٧,٠٠٠ موظف في ٢١ شركة تابعة لها.

**الاستكشاف والإنتاج**

تمتلك "اينوك" حصة ٥٪ في "دراجون أويل"، وهي شركة دولية للاستكشاف وتطوير وإنتاج النفط والغاز، وتمتلك أسهما أساسية في بورصلي لندن ودبلن.

**المنتجات والخدمات**

توفر مجموعة شركات "اينوك" حزمة متنوعة من الخدمات والمنتجات، حيث تقوم بتوزيع وتجارة منتجات غاز البترول المسال، والنفثا، ووقود الطائرات، والديزل، والديزل البحري، وزيوت السيارات، والزيوت الصناعية، والأسفلت، والبنزين، وغاز البوتان، وغازات دفع البروسول غاز البروبان، والكيروسين، والميثانول، والنفط الخام، وزيت الوقود.

وسائل الاتصال
دبي، رقم هاتف (متوسطة): ٤ ٣٦٧٤٤ ٠٤٩٧١
إدارة الإعلام والاتصال المؤسسي.
رقم الهاتف: ٤ ٣١٣٤٧ ٠٤٩٧١
رقم الفاكس: ٤ ٣١٣٤٧ ٠٤٩٧١
webmaster@enoc.com

enoc.com

## English example

Follow this example when creating the cover for new issues of the 'Insights' magazine.

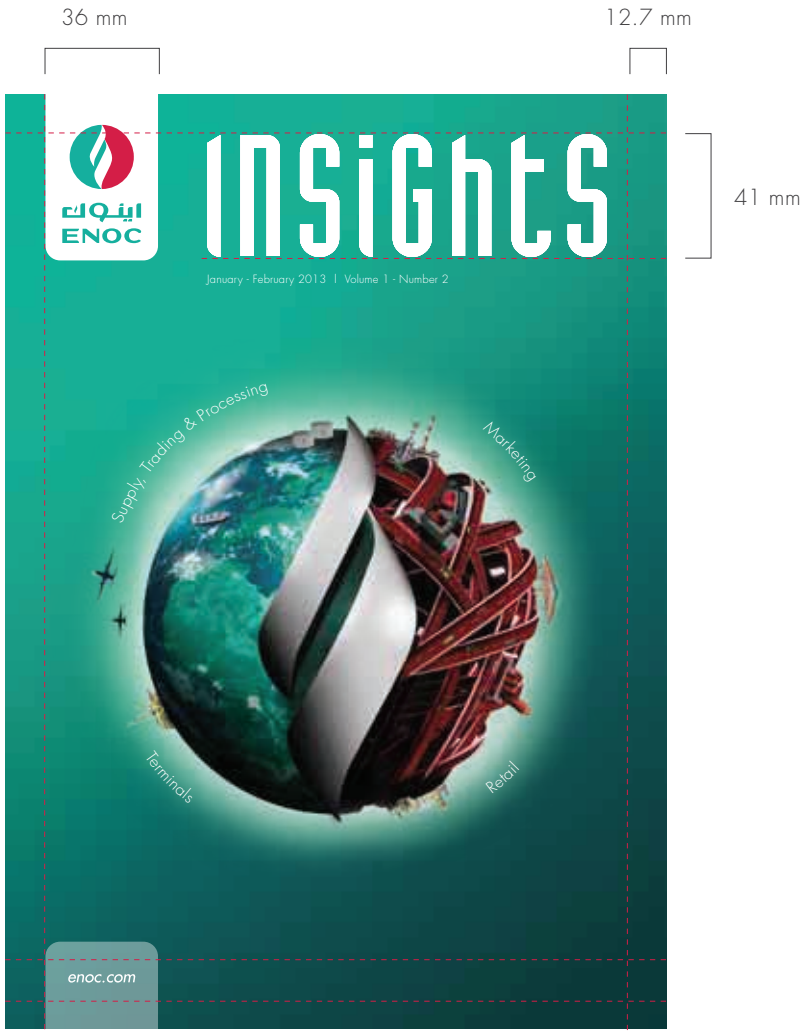
## Specifications

### Size

- 23 mm (w) x 28 mm (h)

### Date and Version Details

- English - Futura Light 10 pt



## Arabic example

Follow this example when creating the cover for new issues of the 'Insights' magazine.

## Specifications

### Size

- 23 mm (w) x 28 mm (h)

### Date and Version Details

- Arabic - Frutiger LT Arabic 45 Light 10 pt

# Promotions & Branding

## Roll-up banner (Version 1)

Roll-up banners are convenient, mobile marketing tools that can be utilised with ease at events, conferences and meetings. This design template has been created to ensure consistency in how we introduce ourselves through this medium.

85 mm (w) x 200 mm (h)

## Roll-up banner (Version 2)

To bring focus to the campaign graphic the white logo lock-up device and the tagline appear smaller. Please reference section B for more information on the size relation between the tagline and the logo.

100mm (w) x 200mm (h)

## Nomadic stand

The ENOC nomadic stands are convenient, mobile marketing tools that can be utilised with ease at events, conferences and meetings. This design template has been created to ensure consistency in how we introduce ourselves through this medium.

Tip: The content should be large enough so it is visible from a distance, and the side margins should be wide enough to stop the curves of the stand from compromising legibility.

## Paper bag

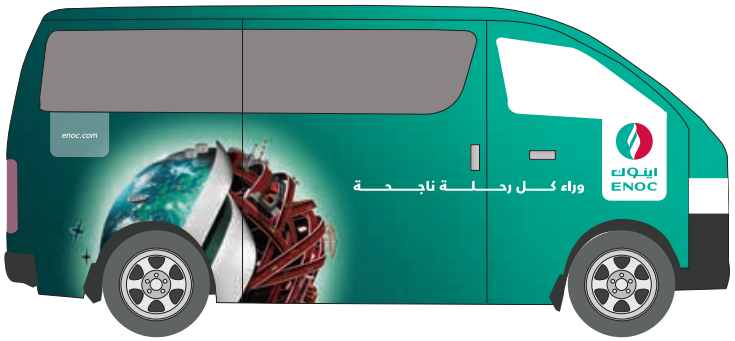
The paper bag is a beautiful representation of our five-year campaign. It utilises the campaign graphic and dual language ENOC logo on both sides.

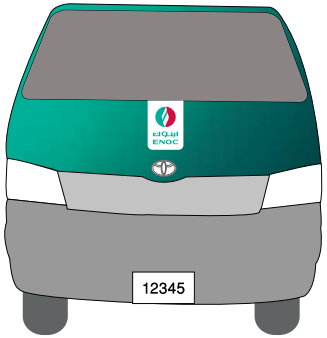
The paper bag is ideal for corporate gift giving, or as give-aways at conferences or events, with marketing material inside.

## Flag

Adorn office spaces, exhibition stands and even corporate events with ENOC branded flags. Featuring the ENOC logo on a white background it is an impactful representation of our brand. Only reproduce flags using the template provided.

# Vehicle Livery




Side view

Front/Back view

# Tanker Vehicle Livery

D4.2

Side view

Back view

# Signage

# External Signage

D5.1

## Overview

The following are examples of ENOC external signage. Signage is not only a means of identification of a building or landmark, but an extension of our brand. Ensure that the ENOC logo is always visible and the signage tastefully designed, in line with our brand guidelines.

Before implementation of any signage please ensure that you obtain the necessary approvals from the government, especially in the case of street signage.

## Building signage

Use the following artwork as a guideline when designing building signage.

## Directional signage

For signage following the guideline of the Roads and Transport Authority, only use the ENOC master logo.

# E. Electronic Communication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# Presentation Templates

## PowerPoint template

With so many people in the company developing PowerPoint presentations, it is imperative to ensure consistency and to keep our communication professional. Please use the PowerPoint template provided.

The template offers a selection of internal slides to accommodate a range of content. The various slides give you the flexibility to include heavy text into your presentations, or less text supported by visuals. Overall, it is recommended to intersperse text heavy slides with picture slides to make it more visually appealing and to keep your reader's interest.

## Cover slide

The cover slide includes all campaign elements including the graphic, white logo lockup, tagline and web tab in a transparent white box. Should you need more space to place a longer presentation title you may reduce the campaign graphic by scaling down the size or cropping it more. Remember that at least 40% of the graphic needs to remain visible

## Date format

The date should be stated as in the template to maintain consistency and clarity. E.g. Sunday, 01 January, 2013

## Text slides

The text slides have been developed to accommodate heavy text. Showcasing a lot of text in a PowerPoint presentation can be jarring on the eyes. Create a level of visual interest by alternating between the dark and light coloured slides. Never recreate the templates or the backgrounds. Please use the template provided.

Note: All internal slides never feature the campaign logo lockup in the white band. Instead the reverse white logo is used in the bottom right corner, with opacity of 80%. The logo appears in this position specifically to not draw attention away from any of your presentation text.

The bottom left corner offers space for your page number, as well as the presentation title.

About ENOC
• Established in 1993 as a wholly-owned company of the Government of Dubai
• Promotes the interests of its shareholders through developing downstream and upstream activities in the oil and gas sector and beyond
• Participates in a broad range of business ventures with major international companies
• Committed to achieving sustainable development and highly profitable growth and serving the growing energy needs of Dubai
2 | ENOC Corporate Template
ENOC

Core Values
• Teamwork: Working together by sharing ownership, responsibilities and outcomes
• Integrity: Being honest, truthful, reliable and fair while dealing with all stakeholders
• Transparency: Being open, straightforward and consistent in all we do by communicating with clarity, simplicity and precision
• Respect: Acknowledge, recognize, and value all stakeholders
• Customer Focus: Position customer first in all that we do
3 | ENOC Corporate Template
ENOC

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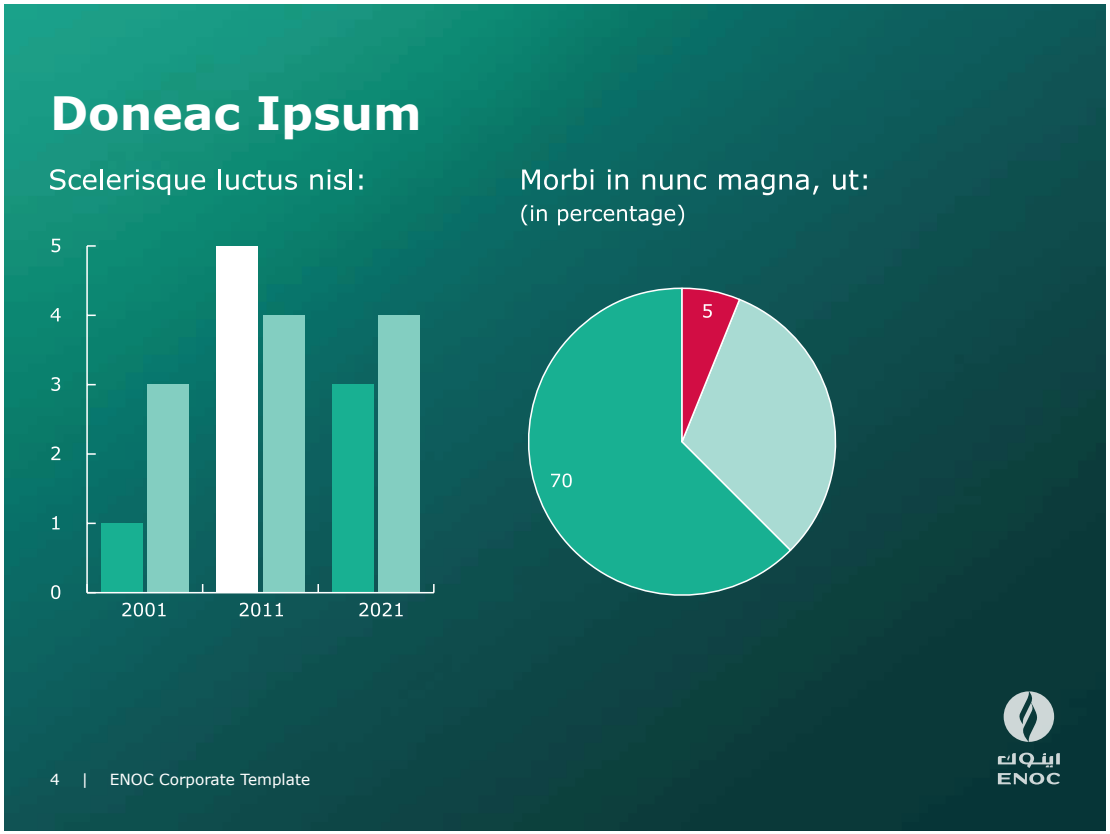
3 | ENOC Corporate Template
ENOC

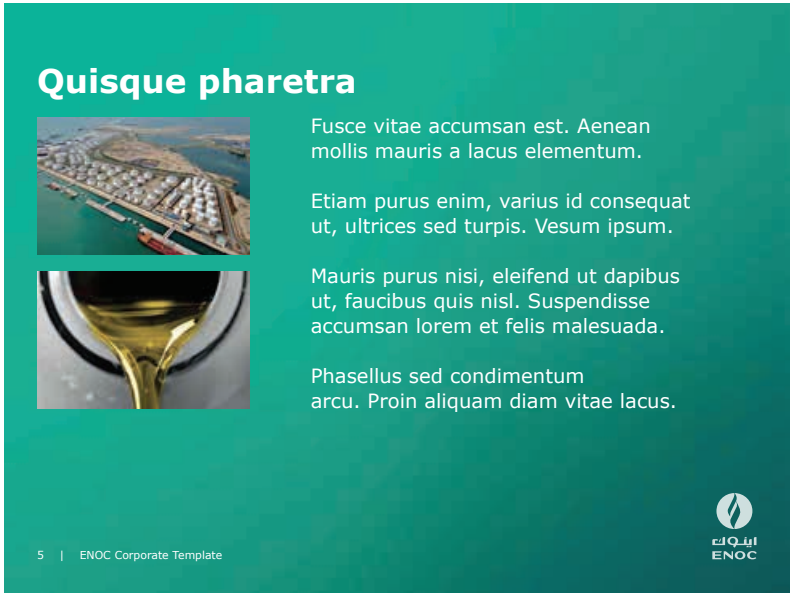
## Charts and graphs

Use this template to present graphs and charts. Note how colours from the brand colour palette have been used to contrast the various percentage values. Do not use any colours other than those prescribed when developing your PowerPoint presentation.



## Photo slides

The human mind responds better to visuals than text. Create more impactful presentations by interspersing your text slides with these picture slides. Use the 'text and visuals' slide to support your key points with relevant photographs. Also place a 'full-bleed visual' in between heavy text slides and between sections to make your presentation more visually appealing and also to break it up.


Quisque pharetra
Fusce vitae accumsan est. Aenean mollis mauris a lacus elementum.
Etiam purus enim, varius id consequat ut, ultrices sed turpis. Vesum ipsum.
Mauris purus nisi, eleifend ut dapibus ut, faucibus quis nisl. Suspendisse accumsan lorem et felis malesuada.
Phasellus sed condimentum arcu. Proin aliquam diam vitae lacus.
5 | ENOC Corporate Template
ENOC

Text and visual

Full-bleed visual

# Online Publications

## Email Signature

Please keep all e-mails looking uniform and professional by using the e-mail signature design showcased here.

## Specifications

The email signature contains the following elements:

### Colour Specification

- RGB ENOC Green: 0, 176, 146
- RGB ENOC Red: 183, 18, 52
- RGB ENOC Gray : 110, 109, 108

### Typefaces and fonts

Employee name
- Verdana Bold 11 pt
- ENOC Green

Employee title
- Verdana Bold 10 pt
- ENOC Gray

Department
- Verdana Regular 10 pt
- ENOC Gray

Company name
- Verdana Bold 9 pt
- ENOC Green

Contact details
- Verdana Regular 9 pt
- ENOC Gray

**Name**
**Designation**
Department

**Emirates National Oil Company Limited (ENOC) LLC**
ENOC Complex, Sheikh Rashid Road, P.O. Box: 6442
Dubai, United Arab Emirates
Tel: +971 4 337 4400
Fax: +971 4 313 4443
name@enoc.com | enoc.com

## Emailer

In the modern era of communication, e-mailers are a convenient and impactful way to communicate with stakeholders. By using a consistent template we can build recognition of the ENOC brand among recipients.

Follow this design when creating new e-mailers.

**Headline (Centre)**
**Verdana Bold 14 pts**

Dear ENOC Members,

Body Copy (Left Justified) – Verdana 12 pts. Ihilluptatur simus ea asim ut eum es et facepudia ius es ea dolupti ut harum as dio quo is reperrum ut omnime rerspit emporpo repudaecae poriorum quiducimpore laut et ate liquis re sendebis dit, quat aliti resedip icidem.

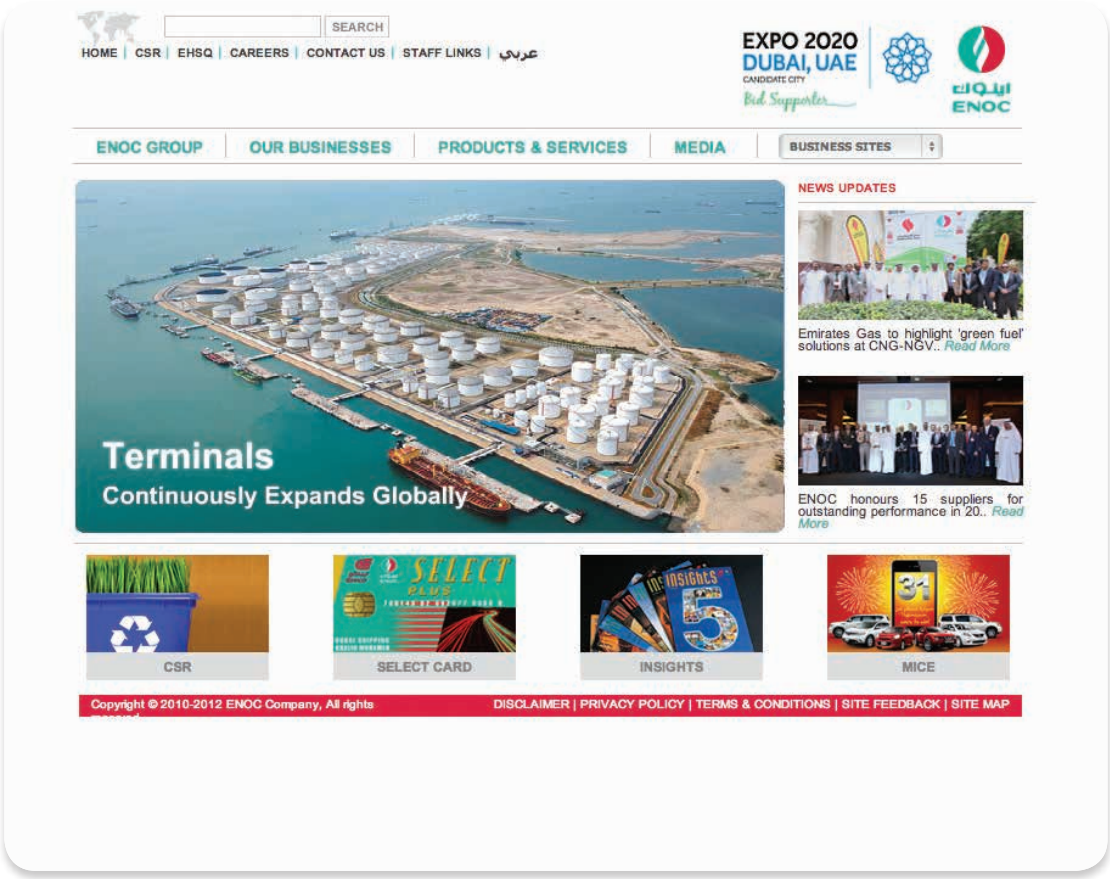
Images Link Verdana Regular 14 pts

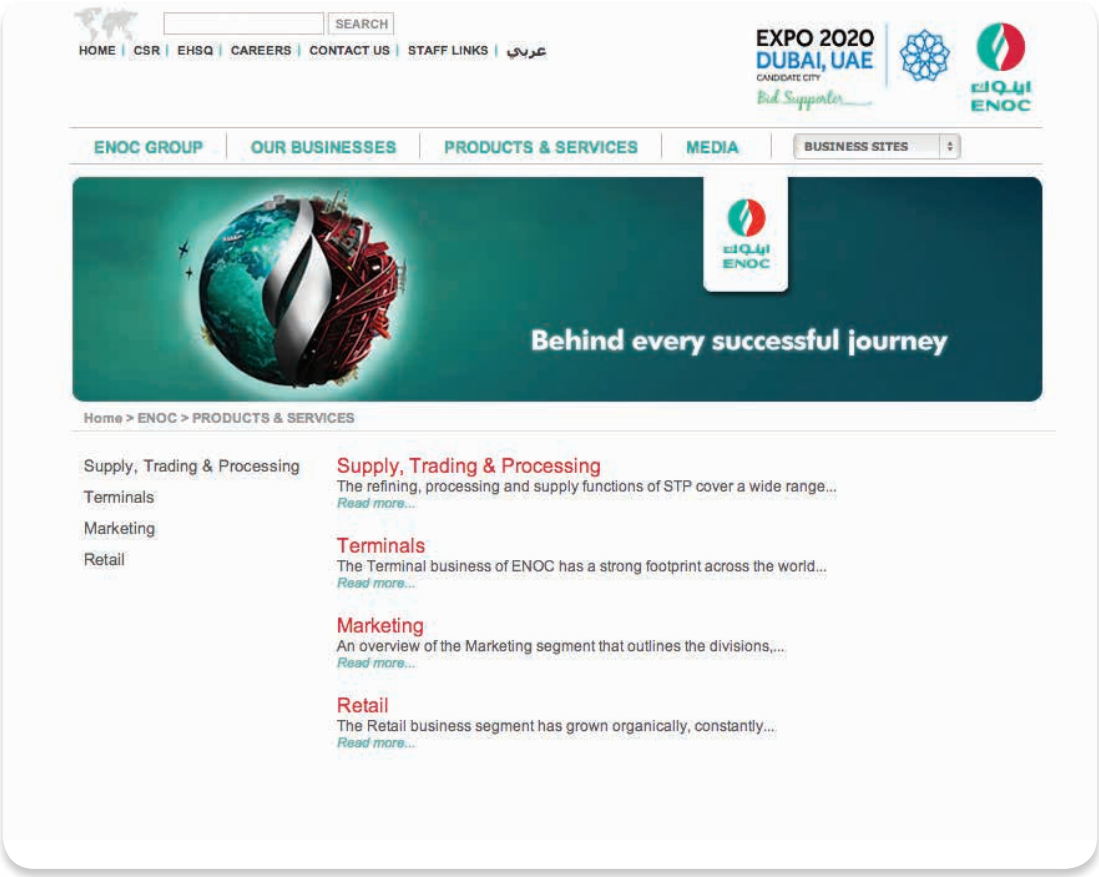
Best Regards,
Brand and Corporate Communications Management

**Vision** To be a trusted business partner by enriching the ENOC brand image and enhancing intergrated communication
**Mission** To bring life to the ENOC brand

## Homepage

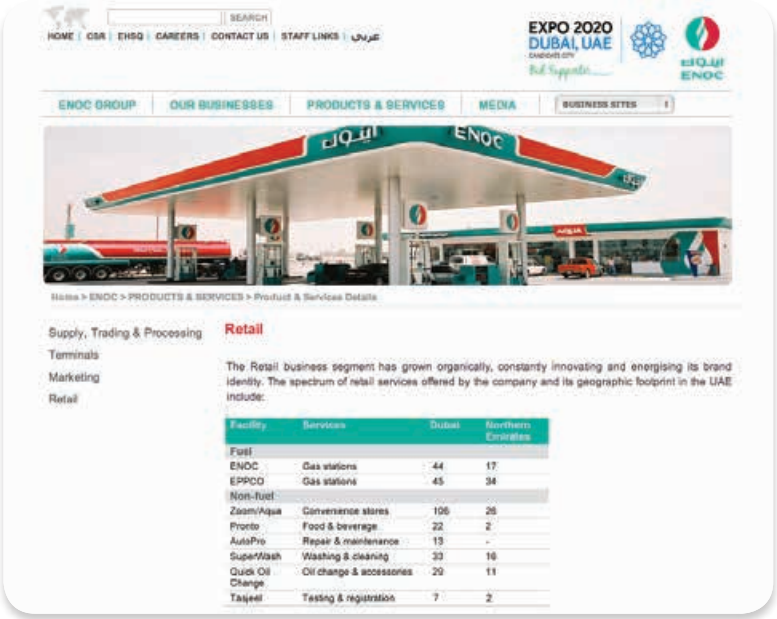
The ENOC homepage is clean and clear, offering a user-friendly experience, reiterating the fact that we put our customers first.

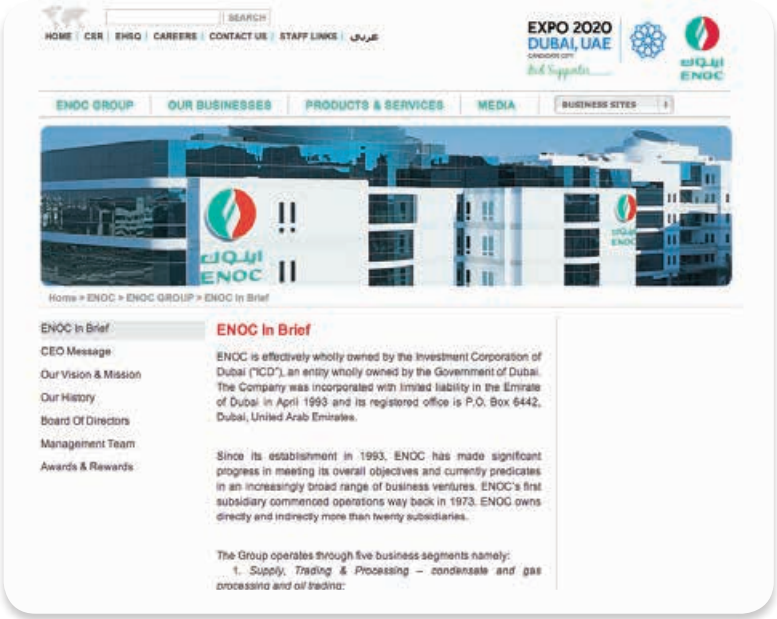





## Secondary pages

With an easily accessible list of sub links available on secondary pages, users can quickly navigate through information. With an easy-to-navigate website, we are proving it once again that ENOC is customer-centric.


HOME | CSR | EHSQ | CAREERS | CONTACT US | STAFF LINKS | عربي
EXPO 2020 DUBAI, UAE
ENOC GROUP | OUR BUSINESSES | PRODUCTS & SERVICES | MEDIA | BUSINESS SITES
Home > ENOC > PRODUCTS & SERVICES > Product & Services Details
Supply, Trading & Processing
Terminals
Marketing
Retail
Retail
The Retail business segment has grown organically, constantly innovating and energising its brand identity. The spectrum of retail services offered by the company and its geographic footprint in the UAE include:
Facility | Services | Dubai | Northern Emirates
Fuel
ENOC | Gas stations | 44 | 17
EPPCO | Gas stations | 45 | 34
Non-fuel
Zoom/Aqua | Convenience stores | 106 | 26
Pronto | Food & beverage | 22 | 2
AutoPro | Repair & maintenance | 13 | -
SuperWash | Washing & cleaning | 33 | 16
Quick Oil Change | Oil change & accessories | 29 | 11
Tasjeel | Testing & registration | 7 | 2

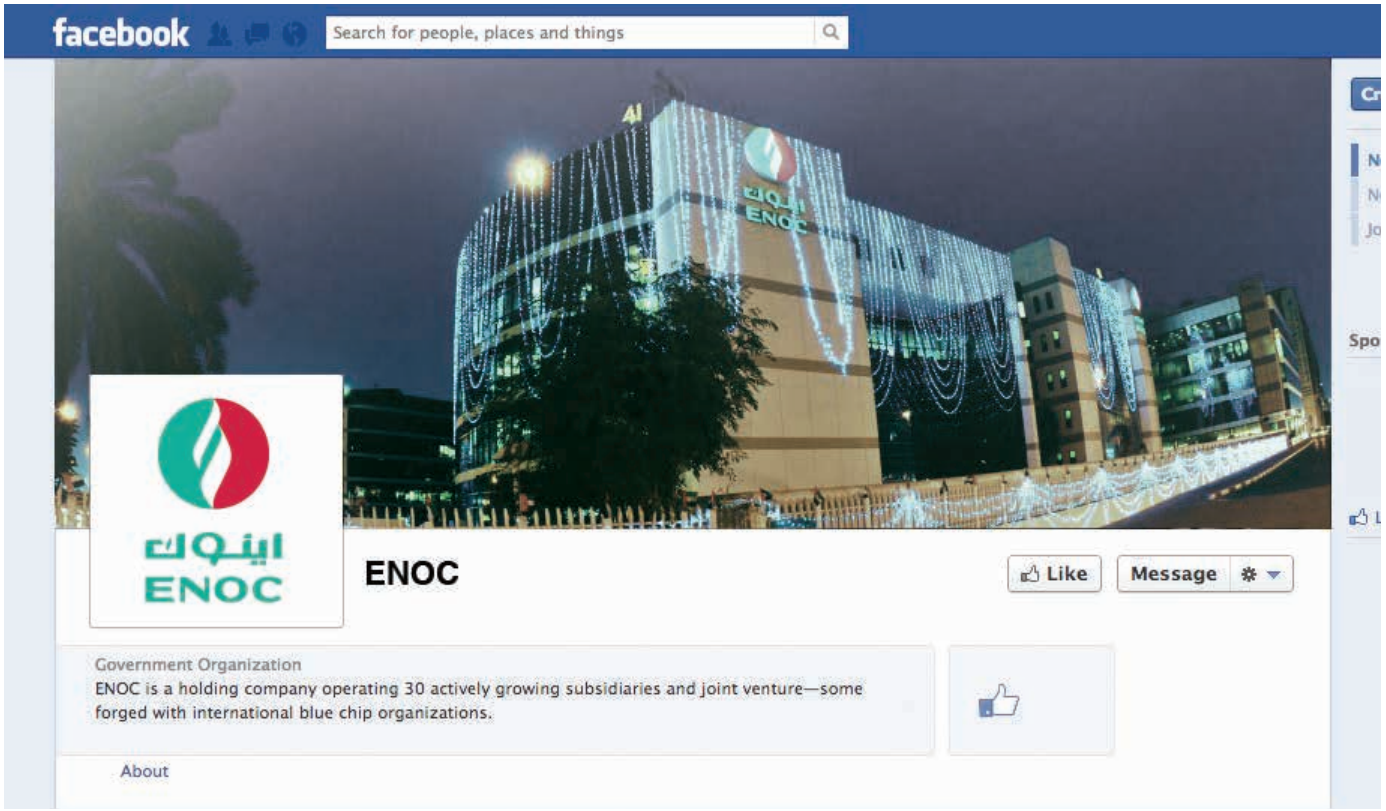

HOME | CSR | EHSQ | CAREERS | CONTACT US | STAFF LINKS | عربي
EXPO 2020 DUBAI, UAE
ENOC GROUP | OUR BUSINESSES | PRODUCTS & SERVICES | MEDIA | BUSINESS SITES
Home > ENOC > ENOC GROUP > ENOC In Brief
ENOC In Brief
CEO Message
Our Vision & Mission
Our History
Board Of Directors
Management Team
Awards & Rewards
ENOC In Brief
ENOC is effectively wholly owned by the Investment Corporation of Dubai ("ICD"), an entity wholly owned by the Government of Dubai. The Company was incorporated with limited liability in the Emirate of Dubai in April 1993 and its registered office is P.O. Box 6442, Dubai, United Arab Emirates.
Since its establishment in 1993, ENOC has made significant progress in meeting its overall objectives and currently predicates in an increasingly broad range of business ventures. ENOC's first subsidiary commenced operations way back in 1973. ENOC owns directly and indirectly more than twenty subsidiaries.
The Group operates through five business segments namely:
1. Supply, Trading & Processing – condensate and gas processing and oil trading;

Tertiary pages

## Facebook

The ENOC Facebook page is a wonderful platform for sharing our values, while connecting with our target audience on a personal level. Showcase our community projects. Communicate our achievements. Share new undertakings. All content should be curated for professionalism and tone of voice.

For the profile picture, the logo should appear at all times as a whole. The content of the cover page should not interfere with the display picture and should be focused to the right.


facebook
Search for people, places and things
ENOC
Like
Message
Government Organization
ENOC is a holding company operating 30 actively growing subsidiaries and joint venture—some forged with international blue chip organizations.
About

# Thank you

Thank you for studying the ENOC Brand Guidelines.
Together we can build our brand to reach its full potential.

To request artwork or more information contact the Brand and Corporate Communications Management.
Tel: +971 4 313 4701
Fax: +971 4 313 4702
Email: webmaster@enoc.com

# ENOC BRAND GUIDELINES

enoc.com